

# The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MARCH 11, 1950



Spike Jones, with stars from his "1950 Musical Depreciation Revue," Sir Frederic Gas, Lois Ray, Helen Crayco and Doodles Weaver (left to right), dance the Charleston to George Rock's tootling. Giving a push to the revival of the '20s dance craze is his new RCA Victor album titled "Spike Jones Plays the Charleston." Includes four oldies, "The Charleston," "Black Bottom," "Varsity Drag" and "I Wonder Where My Baby Is Tonight," with two new tunes all done in Jones-styled Charleston tempo. At the box office, grosses for the first nine of the 20-week tour prove that Spike's revue continues a top attraction. Troupe winds up five weeks at Chi's Great Northern Theater March 11 and opens at the Lyceum, Minneapolis, March 13.

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ASCAP CONSENT DECREE

NBC Charges Hotfoot by CBS On Bob Hope, 'Telephone Hr.'

HOLLYWOOD, March 4.—NBC this week was doing a double burn at what it called unfair publicity tactics by CBS. Involved were the Telephone Hour, now airing on Monday nights over NBC, and Bob Hope, on NBC Tuesday nights. CBS, according to NBC, planted stories about both shows, one to the effect that the phone show was quitting NBC and the other that if Hope were not renewed by Lever Bro. he would sign with CBS Board Chairman William S. Paley. Neither story was issued officially, however. In the case of Hope, NBC declares that he has several more years to go under his contract and that option time is not until May. On top of that, NBC, without divulging details, declares that it has "understanding with Hope that if he does become a libery he'll stick with his present network."

By way of spiking the reported Telephone Hour shift, NBC this week

Diskers Ready On 'Cottontail' For Easter

NEW YORK, March 4.—The recording companies, apparently having learned a lesson from Rudolph the Red-Nosed Reindeer, are taking no chances with Peter Cottontail, which interested parties are billing as the Easter time follow-up to Rudolph. Ten diskings of Peter have been made (See Diskers Ready on page 17)

Radio Boosts the Dance Orks Shows Switch To Bands, Aid Revival Move

Sinatra Takes Lead

NEW YORK, March 4.—An indirect aid to the drive to restore the dance band business has been fostered on commercial radio programs which feature top warblers. The trend on these vocalist-starred shows has been to eliminate violin sections in favor of standard 15 to 17-piece dance-type crews spotting regular sax, trumpet, trombone and rhythm contingents. The Frank Sinatra five-day-a-week show was one of the first to turn to the standard dance crew support. This show, beginning next week, will go the trend one better by utilizing a regular dance band maestro as general musical director and conductor for the program. (See Dance Ork Revival on page 17)

nalled down a year's renewal on the show, effective in April, with a special 10-year celebration to be aired April 10, starring Ezio Pinza. The show, for the occasion, will originate in Carnegie Hall.

'Let's Go,' Sez Massman in Sesqui Post

New Site Sought

WASHINGTON, March 4.—Paul M. Massman, widely known showman, will take over Monday (8) as general manager of the National Capital Sesqui-centennial Commission. In his new job he not only will run the Freedom Fair which is slated to get under way in the spring of 1951, but he will also have complete charge of this year's celebrations, which include numerous big-scale showbiz affairs. Massman, who is embarking on his new duties almost immediately, is expected to spark new life into the bogged-down preparations for the Freedom Fair and also to pep up plans for the 1950 showbiz projects. Massman himself hinted at this when he announced yesterday (3) that "let's go" is the by-word from here on out. Incidental to Massman's taking over the job, which is figured as (See "Let Go" on page 62)

'There's No Biz Like Showbiz' - You Ain't Kiddin'?

WASHINGTON, March 4.—Showbiz wages are among the nation's lowest, topping only those of farmers and domestics, according to a survey by the Census Bureau which placed the number of employed amusement workers at 486,000 in 1949.

Despite the low average earnings, the number of workers in the amusement field jumped nearly 25 per cent from 395,342 employed in amusement and related services in 1940. More spectacular was the rise in the number of women in the field, up 50 per cent from 97,972 in 1940 to 149,000 last year. Male employment increased 16 per cent, from 316,063 to 367,000.

Because of the few number of women included in the sample survey last year, the Census Bureau calculated only male salaries in the amusement field. The average man in show business earned only \$2,167 in 1948. (See No Biz Like Showbiz on page 58)

Another TV First

HOLLYWOOD, March 4.—Film producer Anson Bond will use tele kinescopes next week to plug a new pic, Victorious Years. Bond has bought time on KNBH, local NBC outlet, for remote telecast of the Hollywood premiere opening Wednesday (8) from Fox Star Theater. Pre-showing ceremonies will be held locally via delayed kinescope, to be shown one hour after event is picked up. Excerpts of the kine will then be edited for distribution to tele outlets throuout the country.

Indie Pubber Fights Movie Music 'Trust'

By Bill Simon

NEW YORK, March 4.—Edwin H. Morris & Company, Inc., one of the largest independent music publishers, this week undertook to carry the ball for unaffiliated publishers in their war against alleged monopolistic tendencies of several film companies and their affiliated publishing houses. In a suit which crystallized the long-harbored complaints of numerous indie publishers and songwriters, restraint of trade on a broad scale was charged against the defendants, including five film companies and 14 publishing outfits. Morris is seeking damages totaling \$1,700,000 on behalf of itself and the Mayfair and Melrose publishers, both of which are wholly owned by the Morris corporation. The pubber is also seeking injunctive (See Fight Pix Music on page 17)

Latest Federal Version Seen All Embracing

To Include 60-20-20?

By Ben Atlas

WASHINGTON, March 4.—The Department of Justice's revised consent decree in the American Society of Composers, Authors and Publishers (ASCAP) case is due to be filed shortly in the Federal Court of the Southern New York District in New York City. The consent decree which constitutes, in effect, a broad code of standards for operation of storm-tossed ASCAP, will be submitted under federal judicial procedure in open court for the signature of Federal Judge Henry W. Goddard, inasmuch as Judge Goddard signed the original consent decree in the ASCAP case in 1941.

The amended decree is figured to be an all-embracing document touching broadly on the major phases of ASCAP's operations, including some democratization features affecting membership and scaling down any part of the Goddard signed Society's international activities which have been construed by the Department of Justice as violating anti-cartel mandates of the A.S.C. Howard McGrath's having announced this week the long-awaited filing of an anti-trust judgment against Technicolor, Inc., a Technicolor Motion Picture Corporation of Los Angeles, it is known the ASCAP amended consent judgment now had top priority on the department's consent decree schedule. Barring an unforeseen hitch the ASCAP document could be filed as early as sometime next week.

60-20-20 Plan

The document is expected to include ASCAP's compromise 60-20-20 formula for distribution of fees, also the codal language which undoubtedly will be quite general, leaving the details to contractual arrangements. Under the 60-20-20 plan, the distribution rates are 60 per cent for major performers, 20 per cent on current performances and 20 per cent on seniority.

The decree is also expected to provide for collecting from movie producers instead of from exhibitors as was the practice which precipitated the Leibel decision against ASCAP. The codal arrangement in the revised decree would provide for a flat rate payment by movie producers instead of the former exhibitor plan.

Another feature of the document, it (See ASCAP Consent on page 16)

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AGVA Group Okays Zone Rule for TV

Members Vote March 13

NEW YORK, March 4.—The latest proposal in the television code conflict were presented Wednesday (1) at an emergency meeting of the American Guild of Variety Artists (AGVA) TV committee, wherein the acceptance of the principle of zoning was the major accomplishment.

According to the newest plan, all AGVA performers are to get at least the minimum base pay from an originating TV station and duplicate salaries from all other stations which use their program either simultaneously or via a kinescope at a later date. When an actor gets only a minimum salary (minimums yet to be established) from a New York station, all (See AGVA Group on page 52)

# Quit Tax-Cut United Front

## Ficks Selling Other Showbiz Down River

### Niteries, Radio, TV Trapped

WASHINGTON, March 4.—As the House Ways and Means Committee prepares to go into extensive sessions to draft the excise tax bill, the united industry front for showbiz tax cuts is falling apart, with the movie interests willing to sacrifice reductions in other excises for the sake of an admissions levy cut.

Prominent flicker officials have put across to individual members of the tax committee the view that continuation of high rates on niteries and radio sets, plus the imposition of a levy on TV sets would make it possible to win an admissions tax reduction without too much loss of revenue to Uncle Sam.

#### One-Track Minds

A reduction in the admissions tax would benefit a large part of the non-movie amusement industry, but the motion picture interests have made it clear to Congress that their concern is not with admissions bites on legit shows, circuses, and the like, but only with the movie ticket levy. Their mail campaign has been directed not at the excise rates but at the 10 percent month in federal revenue even if attendance fails to jump with lower prices. This amount, some \$3,500,000, is more than almost any other item on TV set tax. A prospective decline of about \$2,000,000 monthly would be saved if the radio tax is kept intact rather than sliced 50 per cent.

Continuation of the cabaret tax at 20 per cent would keep another \$2,000,000 monthly on the books, it is argued.

#### Public Hearings End

The committee wound up the public sessions Friday (3) after hearing general tax testimony from individual congressmen. For the next couple of weeks, the group will meet behind closed doors. The first step will be to hear opinions of congressional staff tax experts connected with the joint committee on Internal Revenue taxation.

Early in the executive phase of the hearings, the committee will consider a motion to junk from the prospective bill every tax matter except excise cuts. However, administration forces will battle this motion, since they claim President Truman will veto any excise-cutter that does not include provisions for raising revenue through closing loopholes and juggling the estate-gift and corporation levies.

With all developments indicating a possibility for raising revenue through cutting excises but probably not so far in raising new revenue, advocates of tax cuts are beginning to speculate over the chances of overriding a possible veto. A good indication of the outlook for licking any veto will be shown in the final House vote when the committee bill is passed. A two-thirds majority vote is necessary in both houses of Congress to override a veto.

### Thesaurus Preps Dixie Pkg.

NEW YORK, March 4.—The new Thesaurus, RCA Victor's library service, will be shown in a Dixie land package titled Old New Orleans. The show features Jimmy Lytell and the Delta Eight.

## V. Monroe To Knock 'Em Dead As Gent Bandit in Flicker Debut

NEW YORK, March 4.—Vaughn Monroe, the actor, is going to surprise his thousands of fan and trade admirers with his performance as a gentleman bandit in the upcoming flicker debut, Vaughn, who sports a full beard, chops tress, evades posers, handles a pair of six-shooters, kisses the heroine with the aplomb of a Galbraith, etc., is the star of the latest of Republic Pictures' Trucolor out operas.

## DuMont Sets Up Potato Chip Web

CHICAGO, March 4.—A new Chicago-originated square dance program will start on the DuMont TV network March 19 under a co-op sponsorship basic. Program, to be titled, Jam-boree, will be aired on eight interconnected Midwest and Eastern stations of the web Sundays from 8 to 9 p.m.

Locally, the program will be sponsored by the Jay's Potato Chip Company and will originate at WGN-TV, with production under the supervision of Kaufman & Associates. Altho John Joyce has been named to call the initial dances, an emcee for other portion of the program, devoted to variety talent, has not yet been selected.

Unique twist in the arrangement is that the contract with the net states that only potato chip companies may sponsor in other markets. An exec of Jay's has been assigned to call the makers interested thru negotiations with members of the American Potato Institute.

Singer's Guns. This is his first movie work since Carnegie Hall and Meet the People, and marks the maestro's initial public showing sans band, Moon Maids and trumpet. He compliments himself admirably as an actor and sings but briefly in the 95-minute running time of the movie.

The film is a high-budgeted Western epic for Republic, and save for a couple of awkwardly written sequences sustains interest thruout. Story values are culled from a familiar cloth, that of the reformation of the bandit to gentleman hero. Vaughn's thesping support is drawn from a batch of familiar Hollywood mainstays including Walter Brennan. (See V. Monroe To Knock on page 20)

## Y&R Options 'Silver Theater'

NEW YORK, March 4.—Young & Rubicam (Y&R) this week took an option on the Jerry Fairbanks studio series, "The Y&R Optionals," Silver Theater. Kenyon & Eckhardt had wanted the same kind of option for Ford Theater which goes weekly next fall, but Y&R had the initial because of the previous filming of one episode of the International Silver TV drama at the studio.

It has been decided exactly how many episodes of Silver Theater will go on film. However, there is a strong possibility that the next cycle of 13 dramas will be before the cameras at the Fairbanks plant. The demand for the Fairbanks studio will naturally mean an expansion of his facilities.

# Richards Hearings Open March 13; His New Lawyer Loses a Round With FCC

Says All He Knows Is What He Saw in "Billboard"

WASHINGTON, March 4.—Barring an unforeseen court injunction or a change of heart in the Federal Communications Commission (FCC), the stage is set for the March 13 opening of the case against Los Angeles attorney Richard C. Richards, chief counsel in the case (The Billboard, March 4). Fricke (3) took a new development motion to the FCC for a 30-day stay in the hearing. Earlier in the week (1) FCC hearing examiner J. Fred Johnson is expected to call on the Fulton, who in a stormy two and a half-hour prehearing conference hinted strongly that the case would be appealed to the courts if the Richards license renewal proceedings should go against Richards.

With FCC legalists and trunkloads of evidence already en route to Los Angeles for the hearing, the possibility of a new last-minute development is remote, but not at all outside the realm of possibility; in fact, there is some wagging here that Fulton might still manage to get the renewal of Richards' license. His deferment motion is on the ground that as new counsel he has had insufficient time to warm up to the case; he also complained he lacks knowledge of detailed documents to be used by FCC in its examination.

In a wrangle with FCC general counsel Benedict Cottle, Fulton futilely sought to extract from the commission a detailed description of FCC's key documentary evidence, with Fulton twice asserting at the prehearing conference that he has been "compelled" to rely for his information largely on The Billboard's exclusive reports two years ago of complaints against Richards on his charges of ordering news-slanting on his stations' programs. The Billboard's reports also came into an informal post-conference discussion between Fulton and Cottle. The latter reminded Fulton that the FCC has conducted a thorough investigation in the Richards case subsequent to The Billboard's first published accounts of complaints. Cottle reminded Fulton also that Richards' big battery of legalists has been close to the case even the Fulton has just taken on the assignment of heading up the Richards defense.

Prolonged Hearing Likely  
The Los Angeles hearing, scheduled to open in Room 229 of the U. S. Postoffice Building, is expected to last several days. To Colton's vigorous performance at this week's prehearing conference indicated that (See Richards Hearings on page 14)

# Iccapades 180G At Cincy Garden

CINCINNATI, March 4.—Iccapades 180G rated a hefty \$180,000 in 14 performances at Cincinnati Garden February 17-26, with matinees on both Saturdays and Sundays (180 and 250). On its return here clicked a total attendance of 83,700 persons for the 14 performances, 79,700 of whom laid it on the barrel head. Tickets were pegged at \$1.25 to \$3 top.

On its first appearance at Cincinnati Garden last July, Iccapades 180G had a record of 180,000 performances. Shipstad & Johnson's Ice Follies, only other icer to play the local arena, holds the gross record for Cincinnati Garden as the first major attraction to play the Garden at its opening a year ago, Ice Follies pulled 186,000 paying customers for a gross of \$25,000. On its return here last November, Ice Follies attracted 91,300 persons in 11 performances for a gross of \$192,300.

## Nearing Hiatus Sports KNBH Eye on Sports

HOLLYWOOD, March 4.—KNBH, local NBC tele outlet, will go all out on remote sports coverage after a year of virtually no remote programming. Definitive deals for exclusive matches beginning March 5, marking the first time such sporting event has been beamed to local video viewers. For the works are deals for exclusive rights to Pacific Coast professional female softball league, covering two weekly telecasts.

In addition, the station hopes to snag exclusive wrestling rights when the current hassle with grunt and groaners is resolved. Outlet will also acquire the rights to the NFL's football definitely bid for the big league football skeels next fall.

Heretofore, KNBH was unable to switch for the sporting event since heavy network commitments precluded any local coverage. With approaching summer hiatus period opening the door to more local coverage of line and local shows into early-evening hours, station will open up new blocks of prime time for sports and special events coverage.

## The Billboard

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# NEWS SCANS HATUS TV HOWL

## R. I. P.

NEW YORK, March 4.—The list of top 15 radio network programs, as rated by C. E. Hooper, Inc., shown below, is the last one the company will publish. Hooper this week, sold his AM and TV network rating service to A. C. Nielsen.

1. Jack Benny	Original Broadcast, 33.7
2. Radio City	By second broadcast, 33.3 to 31.5
3. Radio Theater	Original Broadcast, 28.4
4. The Chase	Original Broadcast, 27.4
5. My Friend, Irma	Original Broadcast, 26.8
6. Grassie Mae	Original Broadcast, 26.8
7. Fibber McGee & Molly	Original Broadcast, 26.8
8. The Music Circle	Original Broadcast, 26.3
9. Radio City	By second broadcast, 25.1 to 19.4
10. Original Broadcast, 14.2	
11. Bing Crosby	Original Broadcast, 13.7
12. Mr. Chesney	Original Broadcast, 13.6
13. Mr. Fagan	Original Broadcast, 13.4
14. Mystery Theater	Original Broadcast, 12.4
15. Big Tom	Original Broadcast, 12.4
16. Mr. Keen	Original Broadcast, 12.4

## DF&S Seeks Rate Guarantee On 'Beulah' TV

NEW YORK, March 4. — The Dancer, Fitzgerald & Sample Advertising Agency this week reported trying to secure a two-year rate protection deal with TV stations throughout the country for the forthcoming TV-film version of Beulah. The radio version of the show is sponsored on CBS by Procter & Gamble, and will be under similar sponsorship in video.

Inquiries to the stations have gone out in the past week or so, it is reported. A precedent for this practice was established when the same agency placed the film version of *The Lone Ranger* on TV for General Mills.

Many stations feel they can offer no such rate guarantee because of the constant climb in tele rates.

## Navy Rescue

DETROIT, March 4.—WWJ-TV here is carrying only the first hour of NBC's *Saturday Night Rescue*, dropping the show to air wrestling from the new-by Grosse Ile Naval Air Station. The wrestling show was taken on as a way of helping the navy men raise money for their recreation fund, by building attendance at the event, and WWJ-TV refuses to renege.

## May Offer AM BR's Same Cut As Television

### Confab in Atlantic City

NEW YORK, March 4.—Revision of present AM hiatus policies is now under consideration by NBC and will be whittled into shape at an Atlantic City meeting of top web brass next week-end. The chances are that the new NBC policy will parallel, to some extent, changes the network is expected to announce shortly in connection with TV summer layoffs. In order to keep top shows on the air in tele during the summer and fend off the wholesale departures which took place last summer in video, NBC will offer TV advertisers an additional 35 per cent discount if they use video for a solid year.

The hiatus question, insofar as radio is concerned, will be part of the general AM agenda being drawn up for the Atlantic City meeting which will be chairmanned by Charles E. Denny, NBC executive vicee, who is also heading the NBC AM operation. Focal issues for the NBC confab will be sales and programs. Slated to attend, among others, are Harry Kopf, AM sales vice-president; Walter Scott, Eastern sales manager; Tom McCreary, programing manager; and Harris and Mitchell Benson, two of McCreary's assistants.

NBC staffers are currently working on a study of the week rate structure, with particular reference to discounts and fees for hiatus time. The NBC practice heretofore has been to charge advertisers for the number of spots 28 per cent for protection on the time segments. In re-examining this picture, NBC has two main objectives: One is to reduce the number of spots going off the air by making it financially attractive for advertisers to stay on the air on a year-round basis via more discounts; the other is to improve its position competitively, both with respect to other networks and other media.

## Y&R Preps a Drive For New PG Deterge

NEW YORK, March 4.—Young & Rubicam is currently preparing a campaign for a new Procter & Gamble detergent. The budget is said to be around \$1,000,000 a year, with all media to be used. P&G is now leading the detergent field with its Tide, but the company has a standard policy of competing with itself in its various cleaner products.

## Luckies May Go Into "Show Biz"

NEW YORK, March 4.—Lucky Strike cigarette, and one other potential backer this week were in hot pursuit of *This Is Show Business*, now on CBS-TV Sunday nights. Crosley, the current sponsor of the program, has canceled effective March 26.

At the moment the cigarette company prefers to hit the indie track because its competitor would have to drop a show it is currently sponsoring on CBS-TV. Naturally, the web would prefer to have the new Lucky Strike business rather than a sponsor shifting programs. Crosley intends to exit from TV until next season.

## "Times" Wants Copy Of Levant TV Cracks

NEW YORK, March 4.—The *New York Times* this week requested a transcript of the NBC-TV quiz show, *Who Said That?* following Saturday's (25) show on which Oscar Levant got off some critical comments about Bosley Crowther, the *Times*'s first string film critic.

Following a question concerning St. Louis music critics' reaction to Levant's concert there earlier in the week, he was signed to give in a dissertation on criticism in general, and identifying Crowther by name, declared he thought Crowther, among other things, was "opaque and ponderous."

Levant further complicated matters, after he had spouted for a while, when he interrupted himself and said, on the air, "What the hell am I doing talking about this on television?"

## Century Pic Circuit Inks Theater Video

NEW YORK, March 4.—The latest movie chain to move into theater television is the Century Circuit, Inc., which this week signed to equip two of its 34 Metropolitan New York houses with RCA large-screen equipment. First of the circuit's group to be wired for TV will be the 3,500-seat Albemarle Theater in Brooklyn. Both will feature a screen image 20 by 15 feet, thrown from a distance of about 65 feet.

Both houses are planning showings of special sports and news events in conjunction with their regular bills, which will be shown on the large screen to call for development of special theater TV material.

## Brief and Important Last-Minute Digest of AM-TV News

### TV Out at Chi Golden Gloves, But Gate Slumps

Despite theories that TV hurts sporting events, attendance this year at Chicago Tribune Golden Gloves quarter finals, when there was no telecasting, was better last year when there was. Last year when WGN-TV telecast the bouts, attendance for three nights was 7,235, 8,845 and 12,875. This year first-night attendance was not reported, but it was reliably stated by a Tribune source to be 3,500. Second night it was 6,428 and third night, 7,028.

### Connolly Moves to CBS-TV as Program Sales Manager

Tom Connolly, manager of radio program sales for CBS, last week moved over into the TV side of the operation to become manager of program sales for CBS-TV.

### Weems Heads GAC Radio-Tele Department

Art Weems, General Artists Corporation (GAC) exec who has been in charge of the agency's New York office and whose forte has been the band business, last week was appointed supervisor of the GAC radio and television department.

### WPTZ Offers 4/5 of Rate for Strip Shows

A new strip program price was established last week by Alexander W. Dannenbaum, WPTZ, Philadelphia, commercial manager. All local programs of five minutes or more televised five consecutive days in a week will be available at the new rate of four-fifths the regular rate card for the five programs per week. Under the new structure, a sponsor using a Monday thru Friday show will receive the agency's floor coverage for the former Monday thru Thursday cost. Frequency discounts are accrued at a rate of 5 per cent for 20 weeks and 10 per cent for 52 weeks. In explaining the new rate, Dannenbaum said the move was made to compensate and encourage across-board programming, particularly during the daytime hours.

### NBC Leases Three Floors in N. Y. for TV Props

A three-floor, 6,000-square-foot area has been leased on West 56th Street by NBC, to house TV scenic design and storage facilities. Part of the top floor replacement, the Sheelid Farms, also will be used for rehearsal space. The space will service NBC tele studios at 106th Street, the International Theater and the RCA Building. Space will be split up for carpentry shops, paint shops, wardrobe rooms, scenic storage rooms and furniture lots.

### Bioe Pitches Paar for Summer Slot on "Take It"

Comedian Jack Paar, heard over NBC several seasons ago as the Jack Benny summer replacement, may return to the air as summer emcee of "Take It or Leave It." Negotiations with Paar are currently under way by the Bioe Agency, which has pitched him as Eddie Cantor's sub during the hiatus period. Also under consideration is Gary Moore, who emceed "Take It" for a stretch prior to Cantor taking the job.

### WXYZ Sells AM and TV to Stokely-Van Camp

Stokely-Van Camp Company bought 52-week series on both AM and video on WXYZ and WXYZ-TV last week, thru the Gardner Advertising Company of St. Louis. On AM, the deal is for three 15-minute segments at 1 p.m. in the Russ Mulholland "Meet the Ladies" quiz show. The television deal is for a weekly participation in the Edythe Fern Melrose "Charm Kitchen" Thursdays and Fridays on WXYZ-TV.

## Mutual Leads Pack In Net Science Race

NEW YORK, March 4.—With the webs all racing to get science fiction adventure shows on the air, the first to hit the microphone shaped up this week. On Tuesday, March 15, *Dryer* following hard behind. The MBS entry is a Sherman Dryer package, not yet titled, to get the NBC package. One is to reduce the number of spots going off the air by making it financially attractive for advertisers to stay on the air on a year-round basis via more discounts; the other is to improve its position competitively, both with respect to other networks and other media.

The NBC series is titled *Out of This World*, which will be audited Tuesday (7). Written by E. Kinoye and directed by Mitchell Kohnson, the series will be compared with another NBC entry, audited in Hollywood. This second show is written by Ray Bradbury and directed by Warren Leacock. The show's success will likely be the first of NBC's upcoming summer replacements. NBC also is planning to audition *An Hour to Kill*, which will be audited Tuesday. Producer Homer Canfield will produce in Hollywood.

## Hooper and Nielsen

Claude E. Hooper, the doughty head of C. E. Hooper, Inc., is down in Arizona, happily athwart some sturdy steed, and probably laughing to himself each time he thinks of his deal with Art Nielsen. Nielsen, for \$600,000, bought Hooper's national and Pacific Coast network rating services as well as the now defunct U. S. Hooperatings. Hooper will remain in the audience measurement business, confining his activities to market-by-market and individual city reports. Hooper owns or controls 90 per cent of C. E. Hooper, Inc.; Nielsen is paying the purchase price over 10 years.

While Hooper reports will be available for network programs when ordered thru Nielsen, it is virtually inevitable that they will be discontinued eventually and Nielsen's reports, based on his "sundimeter" and averaging a month or so behind actual broadcast date, will take over. Unless Nielsen speeds up his service—an achievement which so far has evaded him—immediacy, to a great extent, will be a missing ingredient in program popularity measurements.

### Can't Mix 'Em, Says Hoop

Hooper contends that there isn't room, economically, for two national measurement services and that besides, as TV grows, it is

making it increasingly difficult to report accurately, since it means mixing non-TV and TV cities. Hoop says he doesn't think you can mix apples and oranges, although he himself did it in his U. S. Hooperatings, which mixed diary and phone reports to project U. S. audiences. Projecting U. S. audiences was, until Hooper moved in, Nielsen's specialty. The Nielsen service, incidentally, costs about three times the prices Hooper used to charge.

Research men state that despite its shortcomings, the loss of the Hooper national services may have some disruptive effect since, within a short time, a large body of data will become worthless without current figures for comparison. Nielsen's adamancy against publicity may also prove to be an adverse factor. In any event, the Hooperatings, a handy reference, which despite shortcomings had been standard equipment in radio for almost 14 years, now are about to go out of existence. Presumably, Nielsen hopes his acquisition will fend off a repetition of his radio losses which, reports state, exceeded \$1,000,000 in 1949.

But it sure was a good deal for the horseman of the Hooperatings.

## C. E. Hooper Prepares New AM-TV City Reports

NEW YORK

### SHARE OF BROADCAST AUDIENCE

SUM OF STATION SHARES IN RANDOM HOMES = 100%.  
AVERAGES BASED ON SAMPLING CONDUCTED THE FIRST AND THIRD WEEKS OF EACH MONTH.  
STATIONS WITH LESS THAN 1.0 INCLUDED IN OTHERS.

EVENING  
SUN. thru SAT.  
6:00 PM-11:00 PM

JAN-FEB		B'CAST AVE. 36.0		RADIO SHARE						82.0   19.7		TV SHARE							
WDR	2.3	WNEW		WDR		WIZ		WNOC		WCBS		WNBT	6.4	WCBS-TV	5.2	WPX	2.2	WATV	2.2
WNMG	1.8	WV	5.7		16.7		15.8		16.8		21.6						1.5	WFL	1.3
WV	1.8																		
DTN	6.2																		
FEB-MAR		B'CAST AVE. 33.9		RADIO SHARE						80.3   21.4		TV SHARE							
WDR	2.2	WNEW		WDR		WIZ		WNOC		WCBS		WNBT	7.2	WCBS-TV	6.5	WPX	2.2	WATV	2.2
WNMG	1.8	WV	5.3		10.0		15.5		18.0		21.0						1.5	WFL	1.7
WV	1.4																		
DTN	5.1																		
MAR-APR		B'CAST AVE. 35.3		RADIO SHARE						77.1   24.6		TV SHARE							
WDR	2.1	WNEW		WDR		WIZ		WNOC		WCBS		WNBT	7.8	WCBS-TV	6.9	WPX	2.0	WATV	2.0
WNMG	1.7	WV	4.8		9.8		14.8		15.8		21.3						1.5	WFL	1.7
WV	1.3																		
DTN	6.4																		
APR-MAY		B'CAST AVE. 33.3		RADIO SHARE						73.4   26.7		TV SHARE							
WDR	2.0	WNEW		WDR		WIZ		WNOC		WCBS		WNBT	10.0	WCBS-TV	10.4	WPX	2.0	WATV	2.0
WNMG	1.2	WV	5.0		8.2		12.4		17.5		17.5						1.5	WFL	1.1
WV	1.1																		
DTN	4.6																		
OCT-NOV		B'CAST AVE. 34.2		RADIO SHARE						61.3   38.9		TV SHARE							
WDR	2.0	WNEW		WDR		WIZ		WNOC		WCBS		WNBT	10.0	WCBS-TV	10.4	WPX	2.0	WATV	2.0
WNMG	1.2	WV	5.0		8.2		12.4		17.5		17.5						1.5	WFL	1.1
WV	1.1																		
DTN	4.6																		
NOV-DEC		B'CAST AVE. 35.6		RADIO SHARE						59.2   40.9		TV SHARE							
WDR	1.9	WNEW		WDR		WIZ		WNOC		WCBS		WNBT	11.7	WCBS-TV	11.0	WPX	2.0	WATV	2.0
WNMG	1.5	WV	4.4		8.1		10.7		17.2		17.2						1.5	WFL	1.3
WV	1.1																		
DTN	5.9																		
DEC-JAN		B'CAST AVE. 36.4		RADIO SHARE						55.3   44.7		TV SHARE							
WDR	1.8	WNEW		WDR		WIZ		WNOC		WCBS		WNBT	12.3	WCBS-TV	12.3	WPX	2.0	WATV	2.0
WNMG	1.4	WV	3.7		8.2		10.9		15.9		15.9						1.5	WFL	1.3
WV	1.1																		
DTN	5.9																		

The cut above shows what C. E. Hooper's new city reports will look like in those cities where both radio and television are operating. In non-TV markets only the radio share, of course, will be shown. As usual, the Hooper reports will be based on coincidental telephone surveys in which the basic question is: "Were you listening to the radio or viewing television just now?"

In the specimen shown above, covering New York only, the six-month interval between April and October has been deleted, but those months show, as does the last quarter, a continuing gain for the television share of the New York audience.

Broadcasters and radio researchers alike, however, have been quick to criticize the Hooper AM-TV survey procedure. They claim that by relying exclusively on the telephone, Hooper is repeating the statistical errors he made when he measured radio only. What makes it worse, they claim, is that in an urban TV area the errors are not only being repeated but are being amplified on an even larger scale. The reason is that phone homes own

an estimated 40 per cent of receivers compared to the normal 25 per cent receiver ownership.

Insofar as the New York audience is concerned, researchers argue that the 55-45 ratio shown between AM and TV for the December period, as shown above, is both a statistical and actual possibility. They claim that the telephone sample used not only reflects the distortion accruing from the phone-receiver situation, but also fails to reflect an increase in radio use reported throughout the nation as well as in New York.

It is also argued that Hooper is not on sound ground in comparing the two media's share of audience, since they are not equal or comparable units. Finally, while TV has cut into radio homes, it also has increased radio set use, according to most listening surveys, thus, in effect, giving radio a smaller share of a larger pie. This would not be reflected in a telephone-only survey.



## Broadcasters Protest U. S. NARBA Concessions to Cuba

WASHINGTON, March 4.—U. S. broadcasters this week began an organized protest against what they termed an unauthorized agreement whereby certain U. S. standard broadcast frequencies would be ceded to Cuba. The protests were being directed toward individual broadcasters' legislative representatives.

The United States will make "some" concessions to Cuban demands if necessary to conclude an informal bilateral agreement this month, State Department officials told The Billboard this week as disagreement widened between government and industry members of the U. S. delega-

tion now meeting with the Cubans at Havana.

### NARBA Session in Summer

The State Department hopes to work out an agreement with Cuba sometime this month in order to smooth the way for the next meeting of the North American Broadcasting Agreement (NARBA) to be held in the nation's capital starting either July 1 or August 1.

As it became apparent that representatives of State Department and Federal Communications Commission (FCC) are prepared to permit Cuban

## Town Bars TV

GREENWICH, Conn., March 4.—Television stations have been barred here. The Town Plan Commission this week vetoed a proposed change in the building code which would have put TV transmitters in the same approved category as radio stations and towers.

incursions on U. S. frequencies, national Association of Broadcasters (NAB) recalled from Havana for "consultation" its engineering director, Neal McNaughton. The NAB delegate left for Washington this week after notifying FCC Commissioner Rosel Hyde. (See U. S. Broadcasters on page 14)

## Coast Baseball Puts KFI-TV on Night Schedule

HOLLYWOOD, March 4. — KFI-TV, local tele indie which pioneered as country's first daytime video outlet, re-enters the nighttime field this month with the opening of the Coast baseball season. Station will bridge into evening programming KFI-TV shelved out for exclusive rights to the Los Angeles Angels baseball team, outbidding rival KMAC-TV, which snared Hollywood Stars baseball rights and sought ditto deals from the Angels. KFI-TV peddled the rights to Eustadee beer and Emerson television distributors, getting \$40,000 from each bankroller, plus an additional \$15,000 for baseball time adjacencies.

Because the Angels will play locally every other week, the station will fill alternate weeks with studio programming. In the works are a block of kiddie shows, special remotes and other features which will keep the transmitter parking until game time and on non-game evenings.

Station will also hypo its programming structure with the first all-tele soap opera series beginning March 27. Show, to be aired five times weekly, is tagged *The Jonathan Story* and will be produced on film by Will Langergood Productions. Series is first attempt to mass produce a soap opera for local syndicated film release and will be peddled to indie outlets for \$20 to \$60 per day, depending on size of tele market.

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## "Marriage for Two" Dropped by Kraft

CHICAGO, March 4. — *Marriage for Two*, daytime serial aired on NBC under sponsorship of Kraft Foods Company, will be canceled, effective March 31. Although spokesmen for the agency, J. Walter Thompson, said there was no decision on how the portion of the Kraft advertising budget represented by *Marriage* would be allocated, it has been stated by Kraft execs that the dough would be allocated to newspapers.

Theory of the Kraft company, it is said, is that retention of Kraft's Television Theater and Great Gildersleeve on AM would give sufficient coverage impact in major markets and that use of newspapers is needed to reach consumers in small cities and rural regions.

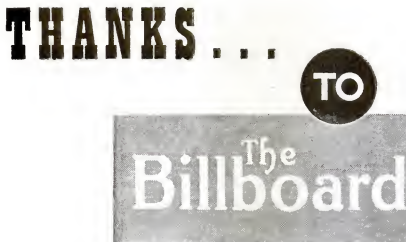
*Marriage* has been aired since October 3, 1949, on NBC, Monday thru Friday, 9:30 to 9:45 a.m. under Kraft sponsorship.

## Switch to TV Ads Sells 3,000 Units

DETROIT, March 4. — The four-week sponsorship of the mid-afternoon Put 'n Johnny show on WKYZ-TV by Gee Bee Sales of Michigan, reads like a success story for video. The firm has been using two participations weekly at a cost of \$32 for the four weeks and sold 3,000 of its indoor television units at \$6.95 as a result during that period.

Previously the firm had used 15-inch ads three days a week, spotted in the television sections, in all three daily papers at a cost of \$2,180 for the month. When they went on video they got 78 calls in about two hours on the one phone listed and sold 120 units the next day. The previous high had been 45 sales a day on a Saturday.

John Bogart, head of Gee Bee, signed a contract Wednesday (22) to double his participations; the firm dropped all newspaper advertising several weeks ago.



... and its distinguished panel of judges for the  
12th Annual Radio and Television Promotion Competition.

### WLW:

FIRST IN  
SALES PROMOTION  
Clear channel network affiliates

### WLW-T:

FIRST IN  
GENERAL PROMOTION (tie)  
Television stations

### WINS:

FIRST IN  
PUBLIC SERVICE and  
AUDIENCE PROMOTION  
50,000-Watt  
non-network stations

*Crosley Broadcasting Corporation*



# 5,000 TELEVISION SETS IN 1950

## Meek Rakes TV Set Makers on Low Discounts

CHICAGO, March 4.—In an open letter to the trade, John Meek, president of John Meek Industries, Inc., Plymouth, Ind., this week took manufacturers to task for not giving retailers high enough discounts on TV sets. Meek stated that present low discounts, if continued in the future, would have a drastically adverse effect upon the industry. He also claimed that since his company a few weeks ago introduced retailer discounts ranging up to 40 per cent, Meek sales have increased 82 per cent.

In his letter Meek stated, "This shortsighted, selfish, neglectful policy . . . has got to stop. Television is going to be 'survival of the fittest' and you can't do business without dealers."

"Today, tomorrow maybe . . . you are going to buy with a policy of staying clear. And, I get the feeling sooner than you like to think, this big juss sellers' market is going to change, and then where will you be?"

Giving the reason for advocating higher dealer discounts, Meek said: "A new industry requires new techniques. And, a realistic look at the television picture reveals the need for marked improvement in sales and service matters. Our own point of view is that our dealers must assist their customers. This costs money; it takes well-rounded sales training, thorough service facilities. You can't do it on a low margin, low profit, low morale arrangement."

At present, prevailing industry dealer discounts range between 28 and 28 per cent.

## 100G Ballyhoo For Macy TV Music Parade

NEW YORK, March 4.—Over \$100,000 is being spent by Macy's and radio-TV-record music manufacturers in promoting the store's TV and Music Hit Parade which opened Thursday (2) and will continue until March 18. Over 20 musical instrument, phonograph and radio-TV manufacturers are showing their sets up on the store's huge fifth floor. Promoted via heavy newspaper ads, window displays and posters throughout the rest of the store, the parade is the main radio-TV department and business was reported "above expectations."

Show business names such as Ray Bolger, Tom Hanks, Fran Warren, Jan August, Frank Sinatra, Perry (See 100G Ballyhoo on page 17)

## Philly TV Dealers War on Proposed Tax

PHILADELPHIA, March 4.—"The 'big' tax dealers make a public stand this week against the proposed federal tax on TV sets. The group sponsored large display ads in the local papers in an appeal to members of Congress and the public urging that the proposed tax be abandoned."

It marked the first use of institutional advertising by the group on the part of either dealer, distributor or manufacturer, and the forthright statement created much trade interest locally. The "big ten" group includes Taylor's, Ager's, Mott Farr, Percca and Sactini, Bartels, Gerhardt's, Bond Radio, Levin's and Murray's.

## 1950 TV Set Production

CHICAGO, March 4.—The following estimates on TV set production figures for 1950 were made by the Television Shares Management Company here. The 20 manufacturers listed are considered by TV Shares to be the top 20 in the industry.

Manufacturer	Units	Average Factory Price	Total Value (Factory Price)
Admiral	800,000	\$145	\$116,000,000
RCA	700,000	135	94,500,000
Philco	625,000	145	90,625,000
Motorola	535,000	135	72,225,000
Zenith	330,000	165	54,450,000
Tele-Tone	330,000	145	47,850,000
General Electric	300,000	150	45,000,000
DuMont	190,000	225	42,750,000
Hallcrafters	175,000	125	21,875,000
Westinghouse	150,000	155	23,250,000
Avco (Crosley)	150,000	150	22,500,000
Macom	140,000	115	16,100,000
Raytheon (Belmont)	140,000	135	18,900,000
Sylvania	120,000	155	18,600,000
Magnavox	100,000	155	21,500,000
Capehart-Farnsworth	100,000	160	16,000,000
Olympic	100,000	145	14,500,000
Garod (Majestic)	100,000	145	14,500,000
Hytron (Air King)	100,000	135	13,500,000
<b>TOTAL</b>	<b>5,365,000</b>	<b>\$149.78 (avg.)</b>	<b>\$803,575,000</b>

## Brief and Important Phono and AM-TV Receiver News Digest

### Bauer Elected Prexy of Hartford NARCA

J. Wilbur Bauer was elected president of the Hartford, Conn., chapter of the National Appliance & Radio Dealers' Association (NARDA) last week. Other officers elected were: Vice-presidents, Leonard T. Birnbaum, New Britain; N. A. Blau Jr., Middletown; Russell Pottier, Manchester; secretary, Marvin McGowan, Bloomfield, with A. Thomas Maszuch, Hartford, acting secretary; treasurer, William King, Windsor, and Donald Schively, Hartford, acting treasurer.

### Small-Screen TV Sets Going Out of Picture

TV sets with the smaller screens are rapidly becoming extinct, according to the latest TV tube shipment figures released by the Radio Manufacturers' Association (RMA) last week. Of 455,279 cathode tubes shipped during January, more than 90 per cent were 12 inches or larger, the RMA said. Tubes of 12 to 13.9 inches accounted for 61 per cent of the total.

### 3,182,351 TV Sets Shipped to 50 Areas

TV set makers belonging to the Radio Manufacturers' Association (RMA) had shipped 3,182,351 sets to more than 50 television areas by the end of 1949, the RMA announced last week. Nearly a million sets were shipped in the last quarter of 1949. For the three-year period starting January 1, 1947, New York had received the largest number of sets, 641,684. Philadelphia was second with 335,512 sets, while Chicago received 310,321.

### 10 New TV Firms in Pennsylvania

Ten new TV firms, including manufacturers, distributors, dealers and service outfits, last week filed certificates for conduct of business in Pennsylvania. They include Madisco, Inc., for manufacture and distribution of television sets and parts; Boulevard Radio Tube Company, set up by Walter G. Bastow and Simon Mustokoff; Television Products Company, set up by Leslie M. Friedman; Mul-TV Sales Company, Inc., for radio and television manufacture, and Standard Appliance & Television Company, dealers. New TV service firms include commercial Television Service, Inc.; Penn Television Service, Inc.; Metropolitan Television Service Company, set up by Morris B. Davis; Acorn Television Sales & Service, established by Benjamin J. Lacco and Salvatore F. Valente; and Hammond & Smith Television Service Company, set up by Wallace B. Smith and William B. Caviness.

### Notes on the Manufacturers

Bendix named Jack C. Gardner as district merchandiser for the Maryland and Southern Delaware territory. . . . Sylvania reported a net income of \$1,000,000 for 1949. . . . RCA is being headed by Walter B. Bopp as manager of radio and appliance sales for the international division. . . . New sales representatives were appointed by Wilcox-Gay. Ray Tompkins will head the Northeastern division, Herbert Birch the South Central division, Ray Veltusque the Western division, A. C. Coe the Southwest division, and Bert Porter the Northwest division. . . . W. M. Anderson has been appointed Southwestern district sales manager for the Westinghouse home radio division. . . . John Herbst, formerly radio-TV buyer for the U.S. & J. Sibley Beverage Co., has been appointed Western regional sales manager for DuMont. . . . Tele-Tone named Fleming Industries, Memphis, as distributor for the Western Tennessee, Eastern Arkansas and Mississippi territories.

## TV Investment Fund Comp'ny Makes Survey

### Cuts Set Makers' Estimates

CHICAGO, March 4.—Watered-down estimates of major TV set manufacturers indicate that the industry will produce over 5,000,000 sets during 1950, a survey conducted by Television Shares Management Company, mutual investment trust, revealed this week. Television Shares, in many cases cut estimates by as much as 20 per cent in an effort to eliminate reductions based on undue optimism, and mentioned a possible general outlook of such adverse factors as a darkening of the general economic picture, continued strikes and component shortages.

A spokesman for TV Shares indicated the way estimates from manufacturers had been cut by stating that Admiral had said it would produce at least 600,000 sets in 1950. RCA had said it would produce "at least as much or more than any other manufacturer," and Zenith had predicted production of at least 600,000 (note adjoining compilation). It was pointed out that compiled figures represented reports from only top 20 manufacturers of TV sets in 1950. Possible production by about 80 smaller set makers.

Neutral trade sources that saw the reported estimates pointed out that apparent reductions take care of overlooking pending component shortages of receiving tubes (not picture tubes), cabinets, condensers and resistors.

It was stated that total tube production of all manufacturers had been estimated at 200,000,000 units. With the 600,000 sets in 1950, needs for all users, radio and TV. It was estimated that radio set manufacturing, and normal replacement for existing sets would require at least 110,000,000 tubes. This would theoretically leave the TV industry only 90,000,000 tubes. Since each TV set requires an average of at least 20 tubes, a possible shortage somewhere along the line, with some manufacturers getting squeezed into production reductions, can be seen.

In other component fields similar shortages were forecast. It was said, for example, that a new demand for home furniture reflected at the recent Winter Market here indicates furniture makers (producers of most TV cabinets) would not be able to devote as much production as the TV industry would like to making of receiver shells.

NEW YORK, March 4.—Video set manufacturers in this area, while refusing to be quoted, generally derided the production estimates of TV Shares. RCA Victor officials, particularly, were insistent that they would be first position on production for the year. DuMont, Emerson, Tele-Tone, Sylvania and Garod-Majestic execs insisted that their production figures would be higher than the estimate.

Many of the manufacturers who were not listed in the first 20 were just as vehement in claiming that they would produce more sets than many producers listed in the top group. It was pointed out that produced production figures were apparently ignored by TV Shares.

This One



5107-L9G-4P71

# ASCAP CURRENT AFFAIRS

## Latest Federal Version Seen All Embracing

To Include 60-20-20?

(Continued from page 3)

is learned, is liberalization of requirements for entry into and withdrawal from the Society. Also, users of music will not be expected to make blanket payments to ASCAP for foreign rights societies designated arbitrarily by ASCAP. The Department of Justice has been openly frowning on any ASCAP alliances with foreign performance rights societies on a "territory-by-territory" arrangement, and consequently users of music will be permitted to choose their own foreign performance rights societies.

### Problems Tackled

Also tackled are the question of segregation of funds; the creation of an impartial appeal board for each side in ASCAP on any issue, with designation of a third person for arbitration and a review of the new arrangements after three years. The amended decrees are not expected to provide a panacea. The general set of principles which will be set up will be intended to serve as a guide, leaving the Society with responsibility to work out its contractual affairs without violating either the Sherman Anti-Trust Act or anti-trust statutes. Although in some respects the revised decree is likely to be construed in some quarters as a relatively mild one, the belief prevails that it respects all interests and provides a modernization of the original consent decree and a clarification of Leibell decision tenets, possibly introducing some compromise provisions but never going counter to the anti-trust principles of the original judgments.

In connection with this, legalists examining this week's consent judgment by the Justice Department against Technicolor are convinced more than ever that the anti-trust division is making no retreat. With more anti-trust actions under way than ever before in the department's history, the division's judgment against Technicolor, in effect, forces Technicolor to end royalty collections on 92 patents, make available other patents on a reasonable royalty basis and furnish the know-how to licensees. The judgment against Technicolor was prepared by Sigmund Timberg, chief of the division's judgment section, and the government's case was prepared by Chief William C. Dixon, of the Los Angeles office of anti-trust James M. McGrath and Nora B. Padway, of the Los Angeles office under supervision of Chief Mark Hollabaugh, of the special litigation section of the anti-trust division.

## Decca Thumps Tubb Again

NEW YORK, March 4.—Decca Records this week inked country and Western singing star Ernest Tubb to a fresh four-year renewal contract.

Tubb, 10 years a major artist in the Decca organization, has had the more successful waxers in his field and ranks high in the Decca firmament top pop sellers as a wax box-office item.

## The Drama of the Moment

NEW YORK, March 4.—Tin Pan Alley is intrigued by the timing of recent weighty events. A notable example, of course, is the filing of the Edwin H. Morris anti-trust charges against film publishers, a major action which apparently occurs on the eve of the ASCAP consent decree.

The decree amounts to a new code of operation for ASCAP. Its imminent birth has been attended by protracted negotiations on the part of the government and ASCAP brass with a view toward squaring away the Society once and for all. The Buddy Morris complaint, however, coming at a moment when ASCAP is seemingly setting itself to rights with the federal government, dramatizes the fact that so far as indie publishers are concerned, major surgery is still called for. This operation, of course, would involve cutting down of the so-called preponderant power of the film publishers within the Society.

### Embarrassment?

The Morris charges point up a condition within ASCAP which has been duly noted by Judge Leibell. There's some speculation that the timing of the Morris complaint may embarrass the framers of the decree. The complaint may very well accomplish such a result, it is believed, particularly in the event Morris wins his case.

Some quarters also dally with the idea that the government may possibly enter the Morris suit. On the other hand, some legalists believe this is implausible at this time, inasmuch as the government, working with the Society, drew up the new code of standards.

In any event, the unfolding of the Morris case in court would seem to be pregnant with possibilities.

## Senate May Block Loophole Okaying Dirty Disk Shipping

WASHINGTON, March 4.—The Senate is moving to block a loophole in the criminal code which permits shipment of obscene disks by private conveyance despite the Supreme Court decision limiting such disks with obscene pictures, literature and films (The Billboard, February 18).

The Senate Judiciary Committee sent to the floor last week a bill prohibiting any interstate movement of obscene matters or any importation from abroad. Both bills appear likely to come up at the next call of the consent calendar where they may be passed without debate.

Under the present law, as interpreted last month by the Supreme Court, no obscene matters may be transported either by mail or by common carrier. However, there is no federal law against shipping such films by private automobile.

### Disks Written In

Just to be on the safe side, the committee wrote in "phonograph recording, electrical transcription or any other article capable of producing sound." The Supreme Court had ruled that "other matters" in the present U. S. criminal code covers disks, although they are not specifically mentioned in the law.

As far as the Department of Justice, which has jurisdiction, is concerned with the transporting of one obscene disk by auto will be okay under the new

bill, but lugging two around will be presumptive that they are planned for sale or distribution. However, carting one dirty disk will be against the law if the same car carries as many as four other obscene matters. The maximum penalty under the bill is \$5,000 fine and five years in jail.

## 100G Sought In Suit Over "Chattanooga"

NASHVILLE, March 4.—Chancery court last week was asked to determine the author of the current song hit, Chattanooga Shoe Shine Boy. Riding on the court's decision is an estimated \$100,000 in royalties. The suit was filed before Chancellor William J. Wade by Mrs. Minnie Lee Biggs, wife of Director McCarroll (Bunny) Biggs, veteran minstrel man who died August 28, 1948. Named defendants in the action were Harry Stone, director of station WSM; Mrs. Mildred Acuff, wife of radio star Roy Acuff, and Fred Rose, all operators of the song publishing firm of Acuff-Rose Publications, and Jack Stamp, program director of WSM.

Mrs. Biggs claims that the current hit is the same song composed by her husband in August, 1947. He WSM as well as to have it published by Acuff-Rose Publications. Stone was to receive one-third of all royalties, with the remainder of the royalties going to her husband, Mrs. Biggs said.

### One-Third Split

Mrs. Biggs charges that shortly after the song was written it was turned over to Stone, who was to have it sung and advertised over WSM as well as to have it published by Acuff-Rose Publications. Stone was to receive one-third of all royalties, with the remainder of the royalties going to her husband, Mrs. Biggs said.

The song, Chattanooga Shoe Shine Boy, was published in December, 1947, with the announcement that it was composed and written by Stone. (See 100G Sought in Suit on page 50)

## When Order Reaches Court, What Then?

### Obstacles Galore

By Jerry Wexler

NEW YORK, March 4.—Precisely what steps must be taken and obstacles overcome before the new ASCAP-Department of Justice consent decree is approved and put into operation, the interested parties do not know or care to say at this point. The pivotal factor, however, would seem to be that aspect of the decree having to do with licensing of motion picture performances—the satisfying of the circuit decision and the film exhibitors whose suit ended the ASCAP tax of picture palaces.

The film performance question is, in fact, regarded as one of the principal reasons for the consent decree. As one attorney close to the situation phrased it: "You might say that the Justice Department is presenting the Society with a choice to operate once again in the movie field—and ASCAP in turn is paying for the opportunity by revising its operations to the satisfaction of the department."

### Court Plaints

The prospect now is that when the decree is presented in Federal Court here, the court must be satisfied that the new decree will not run counter to the Leibell objections. Also, interested parties reportedly will be given a chance to air their objections to the new decree. Conceivably, such parties could include the Young Turk tunesmiths or other ASCAP dissidents to the (See When Order Reaches, page 125)

## Brackman for Pickwick Pub

NEW YORK, March 4.—Al Brackman this week resigned his professional manager's post with Mills' American Academy of Music firm to assume the general professional management of the Pickwick Music catalog, which is controlled by Lou Levy's Leeds Music Corporation. Pickwick is controlled by several American Society of Composer, Author and Publisher (ASCAP) catalogs.

The Pickwick catalog, which contains the best copyrighted material dormant for many years, and the appointment of Brackman is aimed at revitalizing the firm as well as to afford the maximum exploitation. Brackman has laid out an extensive campaign on the catalog for immediate revenue but also is fostering a plan for a one-time exploitation of the large number of standard items in the firm.

The Pickwick firm will kick off its South-Sea-Jamaica as its initial plug item. Edmundroo's diskling, which has been released in England, reportedly has stirred considerable interest there. The New York City portion of Gordon Jenkins' Manhattan Tossers, which is published by Pickwick, also is being mulled for further recording.

The catalog, too, will be worked over for maximum benefit from its Dixiland copyrights which include 1944's, with the announcement that it was composed and written by Stone. (See 100G Sought in Suit on page 50)

## Miller Sells 5G Ads for Pluggers

NEW YORK, March 4.—D.C. Miller, proxy of the Music Publishers' Contact Employees (MPCE), returned this week from the Coast, where he sold more than \$5,000 worth of ads for the union's annual souvenir journal. Proceeds go to the outfit called Professional Music Men, for relief of the unemployed Latin Quarter for the union's 16th annual dinner some time in May. Chicago and California branches are running raffles for the benefit of the relief fund.

# MUSIC "TRAIL"

## Diskers Ready On 'Cottontail' For Easter

(Continued from page 3)

by majors and almost majors, with two more tentatively scheduled for next week. This does not take into account any number of small indie who are covering.

Only Columbia and Mercury recorded Rudolph, and only the former issued it in time, reaping 100 per cent of the sugar. Now Decca has cut Peter three ways, with a fourth by the Coral subsidiary. Diskings are by Mervin Shiner, Guy Lombardo, Frank Luther and Jack Day. Columbia waxed with Gene Autry, Victor with Roy Rogers and Capitol with Jimmy Wakely. London recorded with Curt Massey, Bullet with Johnny Lee Willis, Mercury with Two-Ton Baker. Victor is making a straight kid version of Frank Sinatra, Fran and (Olie) Allison and MGM may cut with a name artist.

A sidelight to the Columbia disking of Peter is the flip tune, *Funny Little Bunnies* (With the Powderpuff Tail), written by Gene Autry while planning here from the hinterlands for the date. Autry, flying in Wednesday night with Johnny Bond, another Columbia country artist, penned the tune with Bond en route.

## RCA To Gun for U. S. Mexicans

NEW YORK, March 4.—Five million Mexicans living in Southwestern United States are target for a new disk push shaping up in RCA Victor's Latin-American division. Victor's L-A chief, Herman Kopp, who returned last week from a month-long tour of California, Texas and Mexico markets with International Sales Manager Frank Amaru, signed several Tex-Mex names and cut a number of dates en route. He also retained Arthur Perches as Tex-Mex talent scout for the label in the West.

Much of the material cut for this market has been Spanish-language versions of Yankee novelty hits and hillbillies. Diaz estimates that a hit disk in this vein can sell up to 100,000 copies.

Among those signed and slicing are the crooners Fernando Rosas and Lorenzo Caballero and osterker Rafael Gama. On his return, Diaz signed Johnny Lopez, ex-Curtar warbler who previously cut for Decca and Secor.

In Mexico City several sides were cut with Perez Prado, including a mambo version of Chattanooga Shoe Shine Boy. According to Diaz, "the quality of the musicians and arrangers in Mexico City is absolutely tops." He emphasized that there would be closer working arrangements between his office here and the Victor Mexican disk artist repertoire chief, Mariano Rivera Conde.

## Lost: An Excuse

PHILADELPHIA, March 4. — The tootlers will no longer be able to blame some notes on the piano's being out of tune, with the off-key singers also losing their stock excuse. Philly's local American Federation of Musicians just put into effect a new ruling whereby all cafes have to keep their pianos in tune.

## Dance Ork Revival Gets Hypo As Radio Shows Switch Backing

(Continued from page 3)

Orkster Skitch Henderson has been hired to take over the choreography of the Sinatra show beginning Monday (6). Henderson will, at least temporarily, give up his traveling ork in favor of working out of the right studio, too, which the radio show affords him. Henderson will double as general musical director for Sinatra personally and will probably go into the Copacabana niter with the singer when he opens there later this month.

"Club 15" Switch

The Club 15 airer, too, has been working sans fiddles and has been under the musical guidance of Jerry Gray, a dance arranging specialist, who is noted for his work with the Glenn Miller and Arlie Shaw bands. Club 15, which currently is being touted on Decca Records as that company's challenge to Ralph Flanagan in the race to cash in on the late Miller's record style, is a five-shot-per-week set, has spotted vocalist Dick Haymes, Evelyn Knight, the Andrews

Sisters and the Modernaires. Haymes is being replaced on the airer by Bob Crosby, who formerly held down the male singing slot on the show.

The Oxylod five-day-a-week show, under the leadership of Frank Devol, is another which operates with a standard-type crew of dance band nature. This band supplies the background for both Dinah Shore and Jack Smith, the stars, as well as for regular music-minded guest stars.

## 100G Ballyhoo For Macy TV Music Parade

(Continued from page 15)

Come, Lisa Kirk and Guy Lombardo were set to make guest appearances at the store as part of the event.

Exhibits Invited

Exhibitors, all of whom were invited to participate by the store, include Admiral, DuMont, Emerson, General Electric, Motorola, Philco, RCA, Victor, Stromberg, Carlson, Teleking, Westinghouse and Zenith television sets. Record labels represented were Decca, Columbia, RCA and Victor and Capitol. The Ivers & Pond, Jansen, Krakauer and Story & Clark piano companies also exhibited. Marvel Tenses, Polaroid filters, Reolent tape recorders and variously labelled Macy private brand lines were also shown.

The store also prepared special sale items to be featured from day to day throughout the sale, opening with a three-speed, portable phono at \$19.94, spinet pianos from \$429 to \$449 and a 12 1/2-inch table model TV set at \$49.

Opening day festivities of the TV and Music Hit Parade included a cocktail party attended by the press and industry executives, including Frank Folsom, RCA president; Edward Wallerstein, Columbia president; Milton Rackmil, Decca topper, and Dr. Allen B. DuMont.

## Geller to East For 5 Waxings

HOLLYWOOD, March 4.—Harry Geller, Mercury's newly named artist-repertoire department head, leaves for New York where he will handle the recording sessions. Before his departure he will establish Mercury's offices here, where he will center his activities. Geller will become the first Eastern-based diskery recording exec headquartered on the Coast.

While in New York Geller will record Vic Damone, Patti Page, Bobby Sherman, Jan August and Eddy Howard. He will hop to Cincinnati for huddles with Frankie Laine on projected diskings sessions to be held here.

## Overwork Floors Whiting

HOLLYWOOD, March 4.—Illness resulting from overwork will prevent songstress Margaret Whiting from attending the Music Operators of America (MOA) gathering in Chicago. Other Cap artists will be present, including Jimmy Wakely, Tennessee Ernie, Mickey Katz and Art Van Damme.

## Indie Puber Leads War on Trade Barrier

### Five Movie Firms Involved

(Continued from page 3)

relief to end specific arrangements and practices on the part of these film companies and their "captive" puberies which constitute restraint and unfair competition as defined by the Clayton-Sherman anti-trust acts.

The action, filed in Federal Court here thru Morris' attorney, Lee V. Eastman, of Spring & Eastman, named the following defendants: Warner Bros. Pictures, Inc.; Loew's, Inc.; Famous Players-Lasker, Inc.; Twentieth Century-Fox Film Corporation; Universal Pictures Company, Inc.; Leo Feist, Inc.; M. Witmark & Son, Inc.; Remick Music Corporation; Robbins Music Corporation; Marmis, Inc.; Miller Music, Inc.; Harry Warren Music, Inc.; New World Music Corporation; Atlas Music Corporation; Shubert Music Publishing Corporation; Paramount Music Corporation; Famous Music Corporation and Movietone Music Corporation.

Divorce Asked

Beside damages, Morris is asking that the court enjoin the defendants to divorce themselves of their fictitious, false and untrue agreements which conspire toward or result from monopoly and restraint of trade. Specifically it is requested that the film companies be ordered to discontinue, break their ties with the puberies, Robbins, Feist and Miller, and that these interest be sold by a court-appointed receiver. The suit has no way related to the picture companies. Also that a contract between Universal Pictures and the same three puberies be declared void and invalid. It asks further that all of the de-

(See INDIE PUBER on page 135)

## The Picture

NEW YORK, March 4.—The extent of the picture company-publishing tie-ups, as indicated in the Edwin H. Morris complaint, follows:

Loew's, Inc., owns 51 per cent of the stock of Robbins, Feist and Miller corporations. Twentieth Century-Fox Film Corporation owns 28 per cent of each of the three puberies.

Universal Pictures has a contract combination which obligates it to deal exclusively with each of the three puberies above, as to all music it has, or can obtain thru the production and distribution of its pictures. Loew's, Inc. owns 100 per cent of the stock of Harry Warren Music, Inc.

Warner Bros. Pictures, Inc., owns 100 per cent of M. Witmark & Son, Inc., Remick Music Corporation, Harms, Inc., New World Music Corporation, and Atlas Music Corporation; also 50 per cent of the stock in Shubert Music and in Advant Music Corporation.

Paramount Pictures, Inc., owns 100 per cent of the stock of Paramount Music and Famous Music Corporation.

Twentieth Century-Fox owns 100 per cent of the stock of Movietone Music Corporation. Loew's, Inc. owns all the stock of MGM Record Company.

## Murray Getting Veepeeship at Capitol Waxery

HOLLYWOOD, March 4.—Jim Murray, veteran record writer and present head of RCA Victor Records, joins Capitol as a veepee effective March 15. He will be elected to his post Tuesday (7) at a special meeting of Cap directors. Murray was veepee of Radio Corporation of America in charge of RCA Victor Record Division the past eight years. He becomes the first top drawer exec formerly affiliated with another major company to join Capitol. Heretofore, the Coast major appointed its execs from within its ranks.

Capitol Prexy Glenn E. Wallichs did not comment on Murray's duties, but said the new veepee (Cap's fifth) will not replace any company exec, nor would his position be above any of the other veepees. Wallichs feels Cap will benefit from Murray's long experience.

Top posts held by Murray in the past include treasurer of Okeh Records in 1926; controller of Columbia Records in 1929; veepee-treasurer-director of Nipponophone Company, Ltd., E-M-J's subid in Japan. He was also controller of Victor Company of Japan, 1936; exec veepee and general manager of Columbia Records, 1940, and veepee of Radio Corporation of America in charge of RCA Victor Record Division, 1942 until his resignation.

## Woods, Hendlor record Flanagan Mgrs.

NEW YORK, March 4.—Herb Hendlor, Victor Records flack who has engineered the diskery's high-powered disk promotions of recent years, is leaving RCA to co-manage the Ralph Flanagan band. His co-manager will be Bernie Kopp, who resigned as music editor of Variety this week.

The Flanagan ork is in rehearsal now for its Monday night appearance at Wrentham, Mass., beginning Wednesday (15) prior to a stand at Frank Dalry's Meadowbrook beginning Thursday (23).

# LONDON

## RECORDS

Release No. 24

### AMERICAN RECORDINGS

POPULAR - 10" Blue Label - 75¢ plus tax

- NO. 565 - **SNOOKY LANSON**  
"GOD'S COUNTRY"  
"LIES"  
Snooky Lanson with Beasley Smith and His Orchestra
- NO. 611 - **JACK PLEIS**  
"RAGGING THE SCALE"  
"STORY OF THE STARS"  
Jack Pleis and His Piano with Orchestra and Choir
- NO. 609 - **GEORGE TOWNE**  
"DEARIE"  
"CHATTANOOGUE SHOE SHINE BOY"  
George Towne and His Orchestra with The Gaiters
- NO. 608 - **RALPH YOUNG**  
"PLEASE TREAT HER NICER"  
"I'VE GOT THE WORLD ON A STRING"  
Ralph Young with Jack Plets and His Orchestra
- NO. 606 - **HENRY BRANDON**  
"YOU CAN'T STOP ME FROM DREAMING"  
"STARS ARE THE WINDOWS OF HEAVEN"  
Henry Brandon, His Piano and Orchestra
- NO. 612 - **THE NOV-ELITES**  
"SPAGHETTI RAG"  
"I WISH I COULD SHIMMY LIKE MY SISTER KATE"  
The Nov-Elites with instrumental accompaniment
- NO. 613 - **LEE MONTI'S TU-TONES**  
"IT GOES IN ONE EAR, AND OUT THE OTHER"  
"WHOSE ARMS ARE YOU IN TONIGHT"  
Lee Monti's Tu-Tones
- NO. 614 - **JACK TETER TRIO**  
"PADDIN' MADLEY HOME"  
"I DON'T WANT TO MESS AROUND WITH YOU"  
Jack Teter Trio vocal by Jack Teter
- NO. 619 - **CHARLIE SPIVAK**  
"MONA LISA"  
"LOVELESS LOVE"  
Charlie Spivak and His Orchestra with The Stradwiners
- NO. 615 - **KAY ARMEN**  
"I WILL LOVE YOU FOREVER"  
"SURE THING"  
The Homeleaders vocal by Kay Armen and Choir conducted by Earl Shelton
- NO. 618 - **THE HOMESTEADERS**  
"TWO FACED HEART"  
"LYIN' KISSES"  
The Homesteaders vocal by Cliff Faye and Homesteaders
- NO. 620 - **EVE YOUNG**  
"ONEI TWOI THREEI"  
"ANOTHER KISS"  
Eve Young and Cliff Faye with orchestral accompaniment
- NO. 622 - **BILLY BUTTERFIELD**  
"SINGIN' THE BLUES"  
"TILL MY DADDY COMES HOME"  
"BABY WON'T YOU SAY YOU LOVE ME"  
Billy Butterfield and His Orchestra vocal by Stuart Foster
- NO. 621 - **EDDIE HEYWOOD**  
"SUMMERTIME"  
"THE PICCOLINO"  
Eddie Heywood Piano with Rhythm Accompaniment
- NO. 616 - **ANITA O'DAY**  
"BLUES FOR BOJANGLES"  
"YOUR EYES ARE BIGGER THAN YOUR HEART"  
Anita O'Day with Paul Jones and His Orchestra
- NO. 650 - **ROY STEVENS**  
"WHEN YOUR OLD WEDDING RING WAS NEW"  
"SUGARFOOT RAG"  
Roy Stevens and His Orchestra vocal by Roy Stevens and Patricia LeBlond
- NO. 617 - **SALLY AND MARVIN CLARK**  
"BE KIND AND MAKE ME LOVE YOU"  
"IS THERE SOMEBODY ELSE"  
Sally and Marvin Clark with instrumental accompaniment
- NO. 623 - **BILL PANNELL**  
"A HEART OF STONE"  
"I MISS MY MISS FROM MISSISSIPPI"  
Bill Pannell and His Orchestra - "Distortion"

RHYTHM &amp; BLUES - 10" Green Label - 75¢ plus tax

- NO. 17006 - **RUDY RENDER**  
"WILL POWER"  
"SO MANY BEAUTIFUL WOMEN"  
"LAND SO LITTLE TIME"  
Rudy Render with orchestral accompaniment
- NO. 17007 - **THE TRENIERS**  
"EVERYBODY GET TOGETHER"  
"WHY DID YOU GET SO HIGH, SHORTY"  
The Treniers with Gene Colburn and His Orchestra
- NO. 17008 - **"SCAT MAN" CROTHERS**  
"I'D RATHER BE A ROOSTER"  
"TELEVISION BLUES"  
"Scat Man" Crothers with orchestral accompaniment

HILLBILLY - 10" Green Label - 75¢ plus tax

- NO. 16015 - **RUDY SOOTER**  
"YOU GAVE ME BACK MY RING"  
"NOW GIVE ME BACK MY HEART"  
"THE FROST IS ON THE PUMPKIN"  
Rudy Sooter with instrumental accompaniment
- NO. 16016 - **THE CASANOVA BOYS**  
"SECOND HAND HEART"  
"SOMEBODY IS STEALIN' MY BABY'S SUGAR"  
The Casanova Boys vocal by Bill Johnson
- NO. 16017 - **JACKIE DOLL**  
"I'VE GOT TEARS IN MY EARS"  
"TITLE ROUNDUP"  
Jackie Doll and the Casanova Boys
- NO. 16018 - **DUSTY ELLISON**  
"I CAN'T FIND THE KEYHOLE" (Tonite Dear)  
"GOOFUS"  
Dusty Ellison with instrumental accompaniment
- NO. 16019 - **LONESOME WILLIE EVANS**  
"HILLBILLY FEVER"  
"900 MILES FROM HOME"  
Lonesome Willie Evans with Harmonica and String accompaniment
- NO. 16020 - **HALLELUJAH TRIO**  
"WILL THE CIRCLE BE UNBROKEN"  
"THIS TRAIN WILL SOON BE LEAVING"  
Hallelujah Trio - vocal and instrumental

### ENGLISH RECORDINGS

POPULAR - 10" Blue Label - 75¢ plus tax

- NO. 536 - **ANTON KARAS**  
"THE 3rd MAN" THEME  
"THE CAFE MOZART WALTZ"  
Anton Karas - Finger Solo
- NO. 645 - **ANNE SHELTON**  
"WITHOUT THAT CERTAIN THING"  
"OH BABY WHAT CAN I DO"  
Anne Shelton with The Keynotes and the David Reed Quartet
- NO. 644 - **VERA LYNN**  
"STAY WELLY"  
"THE LITTLE GRAY HOUSE"  
Vera Lynn with Orchestra conducted by Bob Farnon
- NO. 646 - **THE UNITONES**  
"BLESSOM TIME IN SICILY"  
"WALTZING UNDER THE MOON"  
The Unitones directed by George Mitchell
- NO. 643 - **BILLY COTTON**  
"THE FRENCH CAN-CAN POLKA"  
"OH NICHOLAS! DON'T BE SO RIDICULOUS"  
Billy Cotton and His Band vocal by The Banding
- NO. 630 - **EDMUNDO ROS**  
"THE SCOTTISH SAMBA"  
"MORE AND MORE AMOUR"  
Edmundo Ros and His Orchestra
- NO. 628 - **REGGIE GOFF**  
"WESTERN RANGE OF HEAVEN"  
"DEEP IN THE HEART OF A ROSE"  
Reggie Goff with the Westerners and Rhythm Accompaniment
- NO. 638 - **TED HEATH**  
"LEAVE IT TO LOVE"  
"CUBAN CRESCENDO"  
Ted Heath and His Orchestra
- NO. 639 - **BILLY COTTON**  
"DID ANYONE EVER TELL YOU MRS. MURPHY"  
"THEY'RE LOVELY"  
Billy Cotton and His Band vocal by The Banding



## LIGHT &amp; POPULAR INSTRUMENTALS

LLP. 103

## LIGHT ORCHESTRAL FAVORITES

Berceuse De Jocelyn (Godard) - Pas Des Fleurs (Delibes) - Sobra Dance (Kachaturian) - Hungarian Dance No. 5 (Brahms) - Turkish March (Mozart) - Toccata El Andaluze (Rubinstein)  
 The New Promenade Orchestra conducted by Victor Olof  
 Hungarian Dance No. 1 (Brahms) - Hungarian Dance No. 3 (Brahms)  
 Slavonic Dance No. 3 (Dvorak) - Slavonic Dance No. 5 (Dvorak)  
 The London Symphony Orchestra conducted by Clemens Krauss

LPB. 125

## MUSICAL COMEDY FAVORITES

I Begin The Beguine (Porter) - I Got A Kick Out Of You (Porter) - All The Things You Are (Kern) - Smoke Gets In Your Eyes (Kern) - You And The Night And The Music (Schwartz) - My Heart Stood Still (Rodgers) - Some Enchanted Evening (Rodgers) - So In Love (Porter) - Bull Hot! (Rodgers) - Why Can't You Behave (Porter)  
 Stanley Black and his Orchestra

LPB. 126

## A ROBERT FARNON CONCERT

Donkey Serenade (Irimil) - Journey Into Melody (Farnon) - A Star Is Born (Farnon) - Jumping Bean (Farnon) - Caricea (Youmans) - How Beautiful Is The Night (Farnon) - Persian Nocturne (Farnon) - Portrait Of A Flirt (Farnon)

Robert Farnon and His Orchestra

The New Promenade Orchestra conducted by Robert Farnon

LPB. 18

## BLUE DANUBE

The Emperor Waltz - Voices of Spring - Blue Danube - Artists' Life - Tides From The Vienna Woods - Roses Of The South - Wine, Women and Song - Vienna Blood Waltz - A Thousand And One Nights - Die Fledermaus Waltz  
 Renée Aurora and his Orchestra

LPB. 62

## WALDTUEFEL WALTZES

Estudiantino Waltz - Les Sirènes Waltz - Grenadiers Waltz - Dolores Waltz - Man Rive Waltz - Tres Jolas - Espana - The Staters Waltz  
 Renée Aurora and his Orchestra

LPB. 16

## ON PARADE

Cabaret Raggy - Sons Of The Brave - Old Comrades - Entry Of The Gladiators - Liberty Bell - Stars and Stripes - Shanghai Solter - The Airborne Division March  
 The Band of H. M. Irish Guards

LLP. 9

## COLE PORTER AND GEORGE GERSHWIN SUITES

Night and Day - I Got A Kick Out Of You - Begin The Beguine - My Heart Belongs To Daddy - In The Still Of The Night - Let's Do It - I've Got You Under My Skin - Don't Fence Me In - Anything Goes  
 Sinks Up The Bend - Embraceable You - Do Do Do - But Not For Me - Somebody Loves Me - Of These I Sing - Love Walked In - Someone Someone To Watch Over Me - S'Wonderful - I Got Rhythm - Bidin' My Time  
 Louis Levy And His Concert Orchestra

LPB. 60

## STANLEY BLACK—LATIN RHYTHMS

Rumba Tamba - Lindo Chileno - Adios - Lo Mulato Bumbera - Canto De Aventura - Condado - The Brazos And I - Rustic Samba  
 Stanley Black and his Concert Orchestra

LPB. 17

## RHYTHM ON REEDS

Fascinating Rhythm - Moon Glow - Mood Indigo - Bebebe - Snake Rize - Creole Love Call - Cherokee - Caravan  
 Phil Green and his Rhythm on Reeds

## CONCERT &amp; POPULAR

LPB. 116

## SONGS OF TOSTI BY GIUSEPPE VALDENGO

L'Umbra Canzone - T'Amo Ancora - Aprile - La Serenata - 'A Vuochella - 'A Mio Canzone - Ideale  
 Giuseppe Valdenigo, Baritone  
 The New Promenade Orchestra conducted by Alberto Erede

LPB. 121

## ITALIAN SONGS BY GIUSEPPE VALDENGO

Mio Spaso Soro La Mio Bandiero (Rattoli) - Se (Danzon) - Visione Venesiana (Broggi-Ovvaldi) - Occhi Di Fata (Danzon) - Rondine Al Nido (De Crescenzo) - Canzo Il Canzo (Bion) - Mattinello (Biancovich)  
 Giuseppe Valdenigo, Baritone  
 The New Promenade Orchestra conducted by Alberto Erede

LPB. 13

## A CONCERT OF FAVORITES BY EUGENE CONLEY

Beloved (Conley) - An' Sweet Mystery Of Life (Herbert) - Forgotten (Conley) - Because (D'Hardoll) - Thine Alone (Herbert) - 'Til You Take Home Again (Kathleen Westendorf) - I Hear You Calling Me (Marshall) - Danny Boy (Wheatley)  
 Robert Farnon and his Orchestra

LPB. 46

## ERNA SACK (Soprano)

Auf Der Kinsee (Sack) - Ouvre Ton Coeur (Bizet—Art. May) - You Will Return to Vienna (Hans May) - El Marengo (Buzzi-Peccoli) - Three Open Wide Your Window (Hans May) - Angels Guard The (Godard) - Coppella Waltz (Delibes)  
 The New Promenade Orchestra conducted by Hans May

LPB. 59

## SINCERELY YOURS—YERA LYNN

You're The One I Care For - How Green Was My Valley - Penthouse Serenade - When Your Hair Has Turned To Silver - Easy to Remember - So Rare - Goodnight Waltz - Forewa! To Arms - Drifting And Dreaming

LPB. 59

## ANNE SHELTON FAVORITES

How Deep Is The Ocean - My Silent Love - Where Or When - Green-sleeves - Night And Day - A Kiss In The Dark - Dancing In The Dark - The Very Thought Of You

LPB. 78

## LISOLETTE MALKOWSKY SINGS GERMAN

## POPULAR SONGS

Unter Tausend Sternen - Disset Kleine Uebesheit - Und Die Glocken Hell Erklingen - Ich Muss Mich Mal Wieder Verlieben - Weisst Du Es Noch - Oh Bleib Bei Mir - Fliege Mit Mir In Die Heimat - Die Nordseeallee  
 Walter Baumgartner and his Orchestra

1st 1st 2nd Label \$1.75 1st 1st 2nd Label \$1.75 1st 1st 2nd Label \$1.75

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ONLY "LONDON" HAS THE RECORDING FROM THE

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SOUND TRACK OF THE FILM  
"THE THIRD MAN"THE CAROL REED MOTION PICTURE PRODUCTION  
BY GRAHAM GREENEPRESENTED BY DAVID O. SELZNICK AND  
SIR ALEXANDER KORDA

# Keys to the Barn Dance

## Way To Ork Revival Heard In Symposium

### Analysts Give Report

NEW YORK, March 4.—Concentrated merchandising, new personalities, industry co-operation and co-ordination among keys are the revitalization of the band business. This was stated by key ork agency men in a symposium held by RCA Victor in connection with the diskery's 13-album *Here Comes the Dance Bands* promotion and the Vaughn Monroe movie epic, *Singin' Guns* (see story review beginning page 4).

The symposium, featuring the analyses of Willard Alexander, Morey Schrier, of the Music Corporation of America (MCA), and the Chairman of the General Artists' Corporation (GAC), resulted in a rundown of the past and present of the band business and culminated in a general resolution that the ork trade is alive and will some day assume its former importance. The Casid, Victor artist and repertoire chief, emphasized the important and read off Alexander's contribution in the absence of the ailing boogie.

### Omlettes Fewer

Schrier, who covers the current band business, optimistically pointed out that some top orksters have been hitting occasional percentage dates on one-nighters and that the omlette, have become fewer. He pointed, too, to the exceptionally successful nine-week run of Freddy Martin at the Palladium in New York, and to the engagement which sparked that spot to return to the name band trails. Vaughn Monroe's commercial success was also employed as an example, with particular emphasis being laid on the orkster's big box office on his recent date at the Hotel Statler here.

Schrier, lashing the skeptics who felt that bands would find no room in TV, showed how video already is playing a big role in the revitalization of the business. He also told of the recently initiated Casualdo of Bands video seg as an example of plus propaganda for the band biz. The coast-to-coast coverage of the show gives many an unexploited purchaser of bands a chance to see the crews in action, said Schrier, and claimed that an aftermath of the first Casualdo of Bands, which starred the Tex Beneké crew, was the unveiling of several new band buyers. He also told of week-end TV pick-ups from the West Coast's Aragon Ballroom which kicked off during a Ted Weems' engagement there. When Weems left the terp hall for the hinterlands, the orkster enjoyed the best one-night business his band has had in six years, with the major part of the record. (See *Way to Ork Revival*, page 128)

## Keane To Head Warsity Sales

NEW YORK, March 4.—George L. Keane, former sales manager in the RCA Victor pop disk department, this week joined the diskery's varsity diskery as sales manager and assistant to Oberstein in his over-all operation, which will be extending to the new room for the new '49-cent Hit label.

Keane replaces Joe Carlton, who last week left the post as assistant position as a viceep, Eastern division manager and an artist and repertoire executive in the Mercury Records organization.

## V. Monroe To Knock 'Em Dead As Gent Bandit in Flicker Debut

(Continued from page 4)  
Ward Bond and Jeff Corey, with Ella Raines serving as the sex lure. Vaughn knocks over a tire of tunes. He does the new Mercury Made Train in his fashion, which will well move a couple of additional sales on his diskery, which hardly matches the job handed the song in the movie. He sings Singin' My Way Back Home as the foundation for a suspense sequence. This attractive ballad is the backing on Vaughn's etching of Train and has considerable merit of its own. A third single chorus of another new ballad, *Down the Mexican Trail*, rounds out Vaughn's slight but impressive singing chores and the total musical content of the film.

A stanch music name of long standing, Abe Lyman, is credited as the executive producer to have in the film the benefit of some rich exterior.

One thing is certain. No other

## CIO AM Series Spots Folk Tunes

CHICAGO, March 4.—The Congress of Industrial Organizations (CIO) is using hillbilly music as its major format in a new transcribed radio series thru the South. Since January 22 the CIO has been piping the 15-minute weekly show Sunday at 11:30 a.m. to a network of stations that started with 29 outlets and now is carried commercially by 90 outlets in the Southern States from South Carolina to Virginia. Emanating from WGST, Atlanta, the program features Texas Bill Strength, a 4 Star recording artist, in between songs by Strength, George Baldanzi, organizing committee director and executive v.-p. of the Textile Workers' Union, discusses problems involving the Southern worker.

In addition to his e.t. shows, Strength is on the CIO pay roll to make appearances at all major meetings and conventions held by the CIO in the seven Southern State territory.

### Merchandising Pays Off:

## Friendly Chat With Customers Sells Disks, Philly Store Finds

By Maurie Orodender

PHILADELPHIA, March 4.—Although a comparative newcomer in disk parlance circles, Nick Petrella has built up the good will and sales capacity equal to the veteran dealers by following the axiom that "courtesy pays." And it pays off plenty for Petrella, who set up the Petrella Record Shop in the South Philadelphia section of the city only three years ago.

What is commonly known as courtesy, Petrella has fashioned for his own operation as "record conversation." This, he says, is his store's most precious asset. His "record conversation" entails a friendly chat with each customer coming into the store. Instead of immediately going for the sale, Petrella starts conversation to make the customer feel that he is at home and most welcome in the store. A pleasant anecdote about some record is always thrown in, and after a few minutes of chatter, Pe-

trrella knows exactly what the musical taste of the customer are.

As a result, the shop is in a better position to offer the customer a wide array of selections to meet the individual taste. And instead of the customer purchasing the single record or album, it has resulted in additional purchases above the original intention. Moreover, the "record conversation" brings out the customer's "record capacity" in learning the extent of his collection, to meet the record player he has and whether or not it is in good playing order. All this, says Petrella, lays the groundwork for future record sales and for players and accessories, too.

However, the "record conversation" is not merely shop talk. The interests and needs of the customer are noted on an elaborate card system. And as soon as a record or album is released to fit a particular musical taste, or a new record is imminent, Petrella (See *Merchandising*, page 134)

Goldens expects branches to play a major part in getting the recently acquired Songs Without Words contest's winning tunes into the limelight. Current releases, *Dram Pedlar's Serenade* and *When April Comes Again*, waxed by Margaret Whiting and Jo Stafford, respectively, will be pushed by branch personnel, both on disks and on sheet form. Offices reps will also hit disk jockeys and dealers in the shop campaign.

Goldens is after more tunes for his teamwork with the hope that company recently bought *I Learned To Love You Too Late*, My Darlin' for Beachwood from Jack Kenny's Lone Star Music Company, and picked up disk Jockey Steve Allen's folk tune, *Let's Go to Church Next Sunday Morning*, recorded by Jimmy Wakely and Margaret Whiting.

## 60 Tunes From Chi Plunge Mills Into 'Billy Field

NEW YORK, March 4.—Mills Music is entering the hillbilly and Western field with a flourish. This became apparent recently when Sidney Mills, pubbery exec, flushed a nest of hillbillies in Chicago. When the strains of the off-key fiddles died away, it was revealed that Sidney had acquired publishing rights to some 60 tunes from an extensive catalog which has been existing in the hills for a long time. The opinion of the Mills brass is that Tin Pan Alley writers, no matter how talented, fail to catch the true mountain and country flavor. That is, they are indelicately touched with the Broadway taint. That being the case, Mills goes to the source of supply—the hillbillies.

One of Mills' newly acquired numbers, *I Found My Mama*, is being made two ways by both RCA Victor and Decca.

## Morris Loses "Wagon" Tunes

HOLLYWOOD, March 4.—Buddy Morris will not publish Stan Jones' score for the John Ford-RKO film, *Wagon Master*, as originally sketched. So-called "Buddy" Morris has four songs cleffings: *Wagons West*, *Song of the Wagon Master*, *Shadows in the Dust*, and *Chuckwalla Song*. Reason for the switch is the sudden change in pic's release date.

Film was originally sketched for August release, which permitted tune release in May. However, RKO scheduled the film for a later April 23, which will not allow sufficient time for the pubber to work on tunes.

## Michael Brown Hits Big Time As a Tunemsmith

NEW YORK, March 4.—Michael Brown, young composer and song stylist whose renditions of his own tunes have been winning him kudos from the top efforts, Succomp Girl, is on the verge of what bids to be a spectacular plunge into the commercial tune business. The first of his songs above the original intention will be Frankie Laine's next Mercury release, and early reports tab it as possibly one of Laine's biggest records to date.

Brown is under contract to Hill & Range in an exclusive, long-term deal, with the pubbery getting all of Brown's output and making performing rights to the tunes. Two of the cleffer's current ditties, *Monkey Cosobman* and *Believe in Me*, have received considerable interest among a. and r. men and are reported sketched for top-name waxings.

Brown, who left The Billboard staff only a year ago to doct as a writer, is currently at the Ambassador West in Chicago, with engagements at the Rancho Vegas, Las Vegas, and the Mocambo in Hollywood coming up. He is sketched to pen a movie score on the Coast and, in addition to his own output, is being offered a musicomesty score in his trunk, with producing people interested.

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BOTH VOCAL WITH LEE GORDON SINGERS  
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*America's fastest selling records*

# MUSIC AS BUSINESS

## ASCAP-TV Per Program License Formula Extended

The interim agreement between the American Society of Composers, Authors and Publishers (ASCAP) and TV negotiating committees for a per-program licensing formula has been extended one month to April 1.

## Romero Signs Landford to Personal Mgr. Pact

Gazet Romero has signed Bill Landford and the Landfordaires, rhythm and spiritual group who are waxing for Columbia, to a personal management pact. Landford is selling agent for the Golden Gate Quartet. Romero is preparing a promotion campaign, including radio, TV and personal appearances.

## Keystone Label Grabs Cody and Haley

Philadelphia radio artists Wayne Cody and Bill Haley were grabbed by Eddie Wilson for his Philly Keystone label. Cody, who conducts the "Uncle Wip" children's shows on WIP as well as disk air shows of his own, cut a pair by localite William B. Richter in "Let's Go Out to the Ball Game" and "Down on the Delawares." Haley, who airs Western platter shows three times daily on WFWA, Chester, Pa., cut four sides with his Saddle Men.

## Casida and Grean Attend Chi MOA Confb

RCA Victor artists-repertoire chief Joe Casida and staffer Charlie Grean hopped to Chicago this week for the Music Operators of America convention (6-8). Grean will cut a date there with Tommy Dorsey's Clambake Seven, Dixieland combo.

## Keys Takes Over Distribbing of Dana Catalog

Nat Tannen's Keys Music firm has taken over national distribution of the Dana Music catalog. Material included is mostly polkas slicked for Dana disks, about 50 of which are ready-impriated copies. Among the titles are "Ferryboat Polka" and "Gloria Polka." Keys has also readied the "Howdy Dooey Song Book" in conjunction with the Martin Stone Agency, producer of the smash TV show.

## New York:

Phil Brito is back from the Coast, where he cut the "Square Dance Katy" flick for Monogram pix. . . . Warbler Johnny Parker has written "Moon of Love," which is scheduled to record with the Charlie Ventura org. . . . Veteran contact men Ivor Tans and Sol Loft have each set up in New York publishing, with the latter having secured a deal with RCA, respectively. . . . Harry Bluestone has returned from Hollywood to serve as production head of Standard Radio Transcription Services. . . . Louis Prims org, into the Apollo for a week beginning Friday (3), opens a two-week stand at the Clink, Philadelphia, Friday (10).

After an absence of three years, Connecticut's own Charles Spick played a one-nighter at the Ritz Ballroom, Bridgeport, Sunday (28), drawing 1,206 persons who paid a \$1.50 admission.

Eddie Fisher, 20-year-old Eddie Cantor protegee, is the latest blunbird artist to be upped to the Victor parent label. Despite the recent thinning of Bluebird ranks, RCA spokesmen say that the junior label will continue as a testing ground for new talent.

Ben Bloom has been named chairman of the music publishing industry division of the Red Cross drive. . . . Lester Santly and Al Hoffman left for Florida Sunday (5). Santly will stay two weeks, while Hoffman will stick it out for a month. . . . Fleck Dick Link, ex-Capitol disk promoter, is branching out into radio publicity and will handle the Barry-Fright productions, splitting the chores with Kurt Weingberg. . . . George R. Marek, music editor of "Good Housekeeping" magazine, has been appointed assistant to General Manager Paul A. Barkmeier, of the RCA Victor record department. Marek will be in charge of co-ordinating Red Seal artists and repertoire activities with sales and promotion functions.

Hot Lips Page opened at the Regal Theater, Chicago, March 3. The orkster is also set for four weeks at the Brass Rail there starting March 22. . . . Junitia Hall, Victor-"South Pacific" thrush, started her own weekly show over WNEW Sunday (5). . . . Leo Fuld, London disk artist who hopped here from England to record his new album, returns to London Tuesday (7) for 12 weeks of theater dates and TV shows. This will be followed by a concert tour of Holland, Scandinavian countries and Israel. . . . Mindy Carson opens at the Fairmont Hotel, San Francisco, for three weeks starting March 14. . . . Cy Stern, Iowa flautist, is selling copyrights as orkster Freddy Martin's publishing interests. Tentative arrangement will have Spitzer heading up the operation from the Coast, Lester Sachs serving as New York rep, and possibly Jack Outfield as Chicago rep.

Chicago:

Don Goins, once with Music Corporation of America's (MCA) New York office, has replaced Bob Bodine, with RCA Victor here, in the factory department. . . . Al Miller, ex-sales manager for King disks, has joined Victor as a rep org. . . . Cy Stern, Iowa flautist, is selling agent for the bankrupt assets of Music of the Month Club, record promotion firm which folded last year. Merchandise for sales includes 10,000 assorted records and miscellaneous album covers and office supplies. . . . Freddy Negels (aka "The MCA Man") of Lester Sachs, Chicago, has been named as rep, formerly with Monroe Pasis's Chord Distributors, have formed their own distributor set-up, United Record Distributors, 4804 Cottage Grove. They are handling Swingtime, New Jazz, Prestige, Birdland and Hop labels. . . .

Monroe Pasis, of Chord Distributors and Parkway label, and J. Mayo Williams, chief of Chicago, Southern, Harlem and Ebony labels, are forming a management firm. Thus far they have Memphis Minnie, Muddy Waters, Sunnyland Slim, Jimmy Rodgers, Little Walter, Baby-Face Leroy and St. Louis Jimmy under contract. . . . The Hotel Sherman has announced that it plans to close its College Inn sometime in the near future and will relocate the room as an eatery, the Byfield Room, in memory of the late Ernest Byfield, hotel proxy. Spot may use society orks.

## Hartford, Conn.:

Francis S. Stern, president of Stern & Company, Hartford area distributors of Columbia Records, and Mrs. Stern are on a West Coast vacation. . . . Song Hits, Inc., of Derby, a new corporation, has filed incorporation papers with Connecticut's secretary of state, listing as officers Edward Levy, president; John Santangelo, treasurer, and Burton N. Levy, secretary. . . . Maestro Bob Crosby, who has been living at Westport, Conn., returns to Los Angeles late in March because of a new contract whereby he is to resume as head man of "Club 15," CBS network show.

Don Morelli is running a series of Sunday afternoon jam sessions at the Casino, Old Saybrook, Conn. . . . Albert Latauska, branch manager for Capitol Records in Boston, formerly Hartford branch manager for the record concern, has moved his family to Boston. . . . Six pop concerts will be held at the Yale Bowl, New Haven, this summer, under sponsorship of the New Haven Junior Chamber of Commerce. They will be June 27, July 11, and 25, and August 1, 15 and 29. . . . The Star Theater, 1,800-seat downtown film and vaudeville house, has discontinued temporary engagements and talent revue. The stage presentation has been on view Friday nights in addition to film programs.

## Philadelphia:

The Jazz Guild will sponsor Illinois Jacquet for a March 24 bash at Turner Hall. . . . Lenny Daniels and Dave Kesler have teamed up under the former's name as a disk promotion firm handling the Four Keys, June Christy and Tommy Tucker. . . . The Barthel label in Chicago waxed Myers Music's "I'm Not To Blame," with Toni Rami handling the vocals. . . . Eddie Geleptz takes over the bandstand at the new C. & L., teen-age dancery in the Frankford sector of town. . . . Stan Kenton concertizes at the Academy of Music April 11 and 12. . . . Publisher-unesmith Frank Capano's recovering at St. Joseph's Hospital. . . . Count Basie bows his small combo here at Club 421. . . . Sidney Bechet, returning last week from Guber's Rendezvous, with Don Cornell, former Sammy Kaye vocalist, set to follow.

## Detroit:

Charles Dubin, pianist, and Arthur Peters, former Metropolitan opera star, are teaming up as a piano-vocal duo. The Modern Mustangs recently cleared at the House of Fogarty and moved east to open at Gene's Inn, Watertown, N. Y. . . . Frankie (Sugar Chile) Robinson cut eight sides at the Campbell Studios, Detroit, for Capitol Records. . . . Bill Hollman, current Detroit RCA rep, Dearborn, Mich., cut a number of organ pieces to be released to tape for skating rinks.

## NBAO Grows Another Wing; Iowa Ops Organize Chapter

CHICAGO, March 4. — Another State organization within the National Ballroom Operators' Association (NBOA) was formed Monday (27) at Des Moines, when Hawkeye top ops formed the Iowa Ballroom Operators' Association (IBOA). Hank Heimen-dinger, Surf Ballroom, Clear Lake, was elected pres.; L. T. Luther, Collierville, Tenn., v.-p., and Bob Reichardt, River View, Mo., treasurer. Otto Weber, managing secretary of NBOA, will be recording secretary for the Iowa chapter.

Board members include Wally Peters, Iowa Falls; Walt Lawrence, Storm Lake; Darlowe Olson, Havelock; and Phil Phillips, Remsen. An advisory committee made up of Tom Archer, Des Moines; Larry Geer, Fort Dodge; and Ken Kerker, Davenport, was appointed. These men were original officers of the first Iowa association elected in 1938. It was this group which eventually became the Midwest Ballroom Operators' Association and thence the NBOA. The Iowa ops will meet again in Iowa City, Clear Lake, next week. The Iowa ops now has four State chapters, with others being formed currently in Wisconsin, Illinois and California.

In another meeting held Friday (24) at Lincoln, Neb., Cornhusker State ops heard a report that their Say It Big dancing program, which was to be aired nightly over KFAB, Omaha, as a band remote pickup from Nebraska ballroom, has hit an AFM snag. Following the AFM's refusal to sign up in January, union execs thruout the State clamped down on the venture and demanded rehearsal salary and regular broadcast scale for the promotional show. As a result Vic Schroeder, Omaha band booker, and execs of the Nebraska org are meeting with officials of various locals to determine some kind of modification of union demands. The program is still airing nightly for a half hour, with Bill Selah, KFAB jockey, doing a half hour of disks, with plugs for the ballroom.

The following afternoon ops' meeting the group went to the Turpinle Casino, local dancery operated by Herb Pauley, presy of the Nebraska chapter, where the finals for the Nebraska princess contest were held. Miss Betty Boothe was selected to represent the State at the annual Cherry Blossom Festival in Washington, to be held March 29. Fourteen finalists, selected in ballroom, paraded out the State, participated. Henry Durst, McConkey music band chief, was one of three judges. Sammy Kaye's ork, which played the event, drew 1,821 dancers at \$2.30, including tax.

## Tom Jones Joins Peer - Internat'l

NEW YORK, March 4.—Tom Jones, music biz veteran and noted for his some two decades of work as a right-hand man with A. Goodman, this week joined the Peer-International and Southern Music organization. Jones will serve as director of repertoire for the pubes.



# HITS ARE NOT ENOUGH

Sure DECCA has the hits! Naturally, Decca hits spell P-R-O-F-I-T-S. But to keep volume high—month in, month out, hits are not enough. Steady sellers are important too. These standards from the Decca catalog chalk up profitable sales all year round.

- |   |   |  |
|---|---|--|
| <b>ANNIVERSARY SONG</b><br>HAPPY BIRTHDAY—AUD LANG SYNE<br>BING CROSBY<br>DECCA 24273 | <b>HOT LIPS</b><br>THE WANG WANG BLUES<br>HENRY BUSSE<br>DECCA 25018                      | <b>STORMY WEATHER</b><br>THE BIRTH OF THE BLUES<br>GUY LOMBARDO<br>DECCA 24531               |
| <b>ANNIVERSARY SONG</b><br>AYALON<br>AL JOLSON<br>DECCA 23714                         | <b>HOW HIGH THE MOON</b><br>YOU TURNED THE TABLES ON ME<br>ELLA FITZGERALD<br>DECCA 24387 | <b>SUGAR BLUES</b><br>I'VE FOUND A NEW BABY<br>CLYDE McCOY<br>DECCA 25014                    |
| <b>APRIL SHOWERS</b><br>SWANEE<br>AL JOLSON<br>DECCA 23470                            | <b>RUMORESQUE</b><br>TALES FROM THE VIENNA WOODS<br>GUY LOMBARDO<br>DECCA 23748           | <b>SWEET LILANI</b><br>BLUE HAWAII<br>BING CROSBY<br>DECCA 25011                             |
| <b>AVE MARIA (Schubert)</b><br>NOW THE DAY IS OVER<br>FRED WARING<br>DECCA 23708      | <b>IF I DIDN'T CARE</b><br>WHISPERING GRASS<br>INK SPOTS<br>DECCA 23632                   | <b>TENDERLY</b><br>LAMPLIGHT<br>RANDY BROOKS<br>DECCA 24161                                  |
| <b>AVE MARIA (Schubert)</b><br>PENNSYLVANIA POLKA<br>LAWRENCE WELK<br>DECCA 23835     | <b>IN A SHANTY IN OLD SHANTY TOWN</b><br>BLUE SKIES<br>JOHNNY LONG<br>DECCA 23632         | <b>TICO-TICO</b><br>LERO LERO—BEA TE VI ATREVIDO<br>ETHEL SMITH<br>DECCA 23353               |
| <b>BIG ROCK CANDY MOUNTAIN</b><br>BLUE TAIL FLY<br>BURL IVES<br>DECCA 23439           | <b>LAZY RIVER</b><br>CIUTIO LINDO<br>MILLS BROTHERS<br>DECCA 25046                        | <b>TO EACH HIS OWN</b><br>I NEVER HAD A DREAM COME TRUE<br>INK SPOTS<br>DECCA 23613          |
| <b>BRAMMS' LULLABY</b><br>SWING LOW, SWEET CHARIOT<br>BING CROSBY<br>DECCA 25052      | <b>LITTLE WHITE LIES</b><br>I'LL NEVER SMILE AGAIN<br>DICK HAYMES<br>DECCA 24480          | <b>TOOT, TOOT, TOOTIE!</b><br>BACK IN YOUR OWN BACK YARD<br>AL JOLSON<br>DECCA 24102         |
| <b>CHOPIN'S POLONAISE</b><br>WARSAW CONCERTO<br>CARMEN CAVALLARO<br>DECCA 23791       | <b>MacNAMARA'S BAND</b><br>DEAR OLD DONEGAL<br>BING CROSBY<br>DECCA 23885                 | <b>WARSAW CONCERTO</b><br>CHOPIN'S POLONAISE<br>CARMEN CAVALLARO<br>DECCA 23791              |
| <b>COCOANUT GROVE</b><br>MY ISLE OF GOLDEN DREAMS<br>HARRY OWENS<br>DECCA 23616       | <b>MARCH OF THE BOB CATS</b><br>FIVE POINT BLUES<br>BOB CROSBY'S BOB CATS<br>DECCA 25290  | <b>WHIFFENPOOF SONG</b><br>KENTUCKY BARE<br>with FRED WARING GLEE CLUB<br>DECCA 23990        |
| <b>DEEP PURPLE</b><br>STAR DUST<br>BING CROSBY<br>DECCA 23285                         | <b>MEMPHIS BLUES</b><br>ST. LOUIS BLUES<br>GUY LOMBARDO<br>DECCA 25297                    | <b>WOODCHOPPER'S BALL</b><br>INDIAN BOOGIE WOOGIE<br>WOODY HERMAN<br>DECCA 25079             |
| <b>DOES YOUR HEART BEAT FOR ME?</b><br>SO LONG<br>RUSS MORGAN<br>DECCA 25080          | <b>MY CATHEDRAL</b><br>BLESS THIS HOUSE<br>FRED WARING<br>DECCA 24527                     | <b>YOU ALWAYS HURT THE ONE YOU LOVE</b><br>TILL THEN<br>MILLS BROTHERS<br>DECCA 23930        |
| <b>DRY BONES</b><br>OLE MOSES PUT PRAHOH IN HIS PLACE<br>FRED WARING<br>DECCA 23948   | <b>NO NAME JIVE</b><br>(3 Parts)<br>GLEN GRAY<br>DECCA 25037                              | <b>YOU BELONG TO MY HEART</b><br>BAIA<br>BING CROSBY<br>and XAVIER CUGAT<br>DECCA 23413      |
| <b>FOGGY, FOGGY DEW</b><br>RODGER YOUNG<br>BURL IVES<br>DECCA 23405                   | <b>NOW IS THE HOUR</b><br>SILVER THREADS AMONG THE GOLD<br>BING CROSBY<br>DECCA 24779     | <b>YOU'LL NEVER WALK ALONE</b><br>OH! WHAT A BEAUTIFUL MORNIN'<br>FRED WARING<br>DECCA 24540 |
| <b>GALWAY BAY</b><br>MY GIRL'S AN IRISH GIRL<br>BING CROSBY<br>DECCA 24293            | <b>PAPER DOLL</b><br>I'LL BE AROUND<br>MILLS BROTHERS<br>DECCA 10318                      |  |
| <b>GREEN EYES</b><br>THE BREEZE AND I<br>JIMMY DORSEY<br>DECCA 23119                  | <b>PENNSYLVANIA POLKA</b><br>BEER BARREL POLKA<br>ANDREWS SISTERS<br>DECCA 23609          |  |
| <b>HAPPY BIRTHDAY—AUD LANG SYNE</b><br>ANNIVERSARY SONG<br>BING CROSBY<br>DECCA 24273 | <b>PINETOP'S BOOGIE WOOGIE</b><br>SAXA-WOOGIE<br>LOUIS JORDAN<br>DECCA 25294              |  |
| <b>HARLEM NOCTURNE</b><br>A NIGHT AT THE DEUCES<br>RANDY BROOKS<br>DECCA 23935        | <b>SKIP TO MY LOU</b><br>AGAIN<br>GORDON JENKINS<br>DECCA 24602                           |  |
| <b>HEARTACHES</b><br>OH! MOHAW<br>TED WEEMS<br>DECCA 23017                            | <b>STAR DUST</b><br>DEEP PURPLE<br>BING CROSBY<br>DECCA 23285                             |  |
| <b>THE HOLY CITY</b><br>(2 Parts)<br>FRED WARING<br>DECCA 24337                       | <b>ST. LOUIS BLUES</b><br>BALLIN' THE JACK<br>DANNY KAYE<br>DECCA 24491                   |  |

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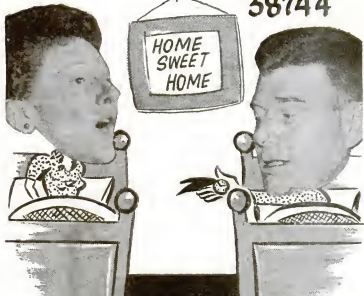


A Scintillating Masterpiece by...

Mary *and* Arthur  
MARTIN GODFREY

"GO TO SLEEP  
GO TO SLEEP  
GO TO SLEEP"

Columbia  
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backed by  
"BUT ME  
I LOVE YOU"

COLUMBIA RECORDS

The Billboard MUSIC POPULARITY CHARTS PART I

The Nation's Top Tunes

Based on reports received last three days of Week Ending March 3

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific summation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

HONOR ROLL OF HITS

(Trade Mark Reg.)

- |  |   |
|--|---|
| <p>This Week</p> <p>1. CHATTANOOGIE SHOE SHINE BOY</p> <p>Records available: Bradford &amp; Romani, W17820-5635, 45132020; D. Crosby-V. Schenck, Dec 24863; T. O'Connell, Cap17820-2822, 451F40282; R. Foley, Dec 46265; S. Henderson, Cap 850; "T" Texas Tyler, 4 Star 1411; G. Isaacs, London 4892; B. Darnell-R. Ross, Coral 48147; P. Harris, V 20-3494; F. Sinatra, Cap 7878294, 45131-487; J. Bond, MGM 10427; Two-Ten Baller, 5349; K. Griffin, Rondo R-222. Electrical transcription libraries: The Saffirens, Associated; Page Cavanaugh Trio, World.</p> <p>2. MUSIC! MUSIC! MUSIC!</p> <p>Records available: Ames Brothers, Coral 40153; T. Brewer, London 604; C. Civallo, Dec 24832; Homer A. Johnson-C. Carter, W17821-0189, 45154-0181; M. Katz, Cap 8827; F. Martin, Ori, W17819-9476, 45131-2172; W. Winterhalter-T. Fine, Genie, Cal7818294, 45131-487; J. Bond, Ori, MGM 10427; Two-Ten Baller, 5349; K. Griffin, Rondo R-222. Electrical transcription libraries: The Saffirens, Associated; Page Cavanaugh Trio, World.</p> <p>3. RAG MOP</p> <p>Records available: Ames Brothers, Coral 40140; Bradford &amp; Romani, W17820-3485, 45147-3288; R. Flanagan, Ori, W17820-0025, 45154-0020; The Foggy River Boys, Dec 46242; D. Singsap, Regal 3251; J. Wilis, Bullet 486; J. Dorsey, Cal7818274, 45131-4899; The Starlighters-P. Weston, Ori, Cap178484, 451F-844; L. Hampton, Dec 24855; G. Daniels, 4 Star 1414; Pee Wee King, W17821-0147, 45148-0174; J. Jannet, 4 Star 1419; J. Bond, Ori, MGM 10427. (No information on electrical transcription libraries available as the Billboard goes to press.)</p> <p>4. THERE'S NO TOMORROW</p> <p>Records available: A. Dale, Harmony 1078; T. Martin, W17820-3582, 45147-3078; C. Rozzoff, Dec 24782; C. Splawn, Ori, London 554; M. Winterhalter, Cal 30436. Electrical transcription libraries: Phil Brin, Associated; The Ambassadors, Lang-Worth; Bob Eberly, World.</p> <p>5. I SAID MY PAJAMAS</p> <p>Records available: H. Babbit-M. Tilton, Coral 40157; D. Day, Cal 4531-497, 47818297; E. Harman-R. Bailey, Dec 24827; M. White, V 20-3494, Cap 778181, 451F-841; T. Martin-F. Warren-H. Rene, Ori, W17820-3413, 45147-3119. Electrical transcription libraries: Page Cavanaugh Trio, World.</p> <p>6. CRY OF THE WILD GOOSE, THE</p> <p>Records available: F. Laine, Mer 5543; Tennessee Ernie, Cap78140280, 451F-40280; T. Gillespie, 4 Star 1190; B. Darnell, Coral 40163; J. Martin, Dec 24495-A. Money, Ori, MGM 10663. Electrical transcription libraries: Jubal's, Standard.</p> <p>7. DEAR HEARTS AND GENTLE PEOPLE</p> <p>Records available: B. Crosby-P. Butcher's String Band, Dec 24798; D. Day, W17820-3594, 45147-3102; B. Greco, London 556; B. Harman-J. Ryan, Dec 24794; G. MacRae, Cap 57-777; P. Fess, Mer 5204; D. Shore, Cal 30405; B. Strong, Cap 57-757; R. Flanagan, Ori, Bluebird 30-9014; B. Paulin, Process 523. Electrical transcription libraries: Kay Arren, Associated; Bob Crosby, Standard.</p> <p>8. IT ISN'T FAIR</p> <p>Records available: B. Goodman, Ori, Cap 849; B. Harrington-J. Boney and J. Boney, Coral 40154; J. Marine, Dec 24895; F. Miller, King 15034; B. Farrell, MGM 10437. (No information on electrical transcription libraries available as the Billboard goes to press.)</p> <p>9. DADDY'S LITTLE GIRL</p> <p>Records available: B. Eberly, Coral 40158; S. Henderson, Ori, Cap 850; E. Howard, Mer 5372; D. Jurgens, Ori, Cal7818271, 45131-500; Mills Brothers, Dec 24872; R. Smith, Cal 26476; T. Preston, 4 Star 1438; J. Desmond-T. Mettola, Ori, MGM 10656. Electrical transcription libraries: The Backbeats, Standard.</p> <p>10. BIBBIDI-BOBBI-DOO</p> <p>Records available: Artisans, Dec 24897; P. Curo, W17820-3607, 45147-3113; R. Robbins, Cap 57-778; J. Stauffer-G. MacRae, Cap 57-782; D. Shore, Cal 30459; L. Wells, Mer 5347; I. Woods, Bluebird 30-001; B. Crosby-J. Costner's Rhythmaires-V. Schenck, Ori, Dec 24843; J. Durante-M. Dorne, Ori, MGM 10628. Electrical transcription libraries: Lawrence Well, Standard; The Saffirens, Associated; Frankie Carle, Lang-Worth; Page Cavanaugh Trio, World.</p> | <p>Last Week</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>10</p> |
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WARNING

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# WHEN IT COMES TO DUETS COME TO RCA VICTOR FOR THE HITS!

TONY MARTIN AND FRAN WARREN

## "I Said My Pajamas"

20-3613—(47-3119)\*

TONY MARTIN AND FRAN WARREN

## "Darn It Baby—That's Love" "That We Is Me and You"

20-3710—(47-3243)\*

MINDY CARSON AND DON CORNELL

## "Go To Sleep"

20-3718—(47-3718)\*

DON CORNELL AND MINDY CARSON

## "Ask Me No Questions"

20-3718—(47-3718)\*

FRAN WARREN AND LISA KIRK

## "Dearie"

20-3696—(47-3220)\*

LISA KIRK AND FRAN WARREN

## "Just a Girl That Men Forget"

20-3696—(47-3220)\*

LISA KIRK AND DON CORNELL

## "Have You Ever Been Lonely?"

20-3694—(47-3218)\*

DON CORNELL AND LISA KIRK

## "You Missed the Boat"

20-3694—(47-3218)\*

ROSALIE ALLEN, ELTON BRITT AND THE THREE SUNS

## "Beyond the Sunset"

20-3599—(47-3105)

ROSALIE ALLEN AND ELTON BRITT

## "Quicksilver"

21-0157—(48-0168)\*

ELTON BRITT AND ROSALIE ALLEN

## "The Yodel Blues"

21-0157—(48-0168)\*

ROSALIE ALLEN AND ELTON BRITT

## "Acres of Diamonds"

21-0302—(48-0302)\*

ELTON BRITT AND ROSALIE ALLEN

## "Prairie Land Polka"

21-0302—(48-0302)\*

BRADFORD AND ROMANO

## "Rag Mop"

## "Chaffanoogie

## Shoe Shine Boy"

20-3685—(47-3208)\*

HOMER AND JETHRO

## "You Got Tears in My Ears"

(From Lyric on My Book in My Bed While I Cry Over You)

## "She Made Toothpicks of the Timber of My Heart"

21-0162—(48-0170)\*

HOMER AND JETHRO WITH JUNE CARTER

## "I Said My Nightshirt"

(And Put on My Prayers)

(Put Another Nickel in)

Music! Music! Music!

21-0169—(48-0181)\*

A Scintillating Masterpiece by...

Mary *and* Arthur  
MARTIN GODFREY

"BUT ME"  
I LOVE YOU

Columbia 38744



backed by  
"GO TO SLEEP  
GO TO SLEEP  
GO TO SLEEP"

COLUMBIA RECORDS

"Columbia" and "Go to Sleep" Reg. U. S. Pat. Off. "Music" Reg. U. S. Pat. Off. "Records" Reg. U. S. Pat. Off.

The Billboard MUSIC POPULARITY CHARTS

Sheet Music

PART II

Based on reports received last three days - Week Ending March 3

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales; (F) indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION		This to date		Last Week		Publishers	
Weeks	Last	to date	Week	Week			
7	2	1.	CHATTANOOGIE SHOE SHINE BOY (R).....			Acuff-Rose	
13	1	2.	DEAR HEARTS AND GENTLE PEOPLE (R).....			E. H. Morris	
5	4	3.	MUSIC! MUSIC! MUSIC! (R).....			Cromwell	
6	5	4.	I SAID MY PAJAMAS (R).....			Leeds	
12	3	5.	THERE'S NO TOMORROW (R).....			Pastan	
21	14	6.	DREAMER'S HOLIDAY, A (R).....			Shapiro-Bernstein	
1	—	7.	DEARIE (R).....			Laurel	
10	12	8.	BIBBIDI-BOBBI-DOO (F) (R).....			Walt Disney	
6	7	8.	RAG MOP (R).....			Hill & Range	
5	11	10.	DADDY'S LITTLE GIRL (R).....			Bescon	
14	6	11.	OLD MASTER PAINTER, THE (R).....			Robbins	
2	15	12.	IT ISN'T FAIR (R).....			Words & Music	
3	8	12.	CRY OF THE WILD GOOSE, THE (R).....			American	
1	—	14.	MY FOOLISH HEART (R).....			Sauter-Jay	
3	9	15.	ENJOY YOURSELF (R).....			E. H. Morris	

ENGLAND'S TOP TWENTY

POSITION		This to date		Last Week		English		American	
Weeks	Last	to date	Week	Week					
14	1	1.	HARRY LIME THEME.....			Chappell		Chappell	
8	2	2.	DEAR HEARTS AND GENTLE PEOPLE.....			Morris		Morris	
7	3	3.	JEALOUS HEART.....			E. H. Morris		Acuff-Rose	
14	4	4.	HOP-SCOTCH POLKA.....			Leeds		Cromwell	
7	7	5.	DOWN IN THE GLEN.....			L. Wright		Mills Music	
7	5	6.	I'VE GOT A LOVELY BUNCH OF COCONUTS.....			Box & Cox		Cornell	
14	7	7.	I'LL STRING ALONG WITH YOU.....			Feldman		Witmark	
20	9	8.	ROSE IN A GARDEN OF WEEDS.....			Box & Cox		Leeds	
15	11	9.	OUR LOVE STORY.....			Unit		J. J. Robbins	
7	12	10.	MULE TRAIN.....			Chappell		Walt Disney	
3	—	10.	IS IT TRUE WHAT THEY SAY ABOUT DIXIE?.....			Victoria		Irving Costar	
11	9	11.	WHY IS IT?.....			Cinephonix		BMI	
39	14	13.	FOREVER AND EVER.....			Francis Day		Robbins	
5	16	14.	WE ALL HAVE A SONG IN OUR HEARTS.....			Twentieth Century		*	
13	17	15.	IS IT TOO LATE?.....			Kanner		Oave Grepper	
6	20	15.	SCOTTISH SAMBA.....			Son		Pickwick Music	
11	—	17.	KISS IN YOUR EYES.....			Besworth		*	
4	19	17.	BEST OF ALL.....			Donnelly		*	
2	—	19.	THE LAST MILE HOME.....			Leeds		Leeds	
19	—	20.	SHAWL OF GALWAY GREY.....			Connelly		Shapiro-Bernstein	

\*Publisher not available as The Billboard goes to press.

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3-11-PC

1928—"LONESOME ROAD"

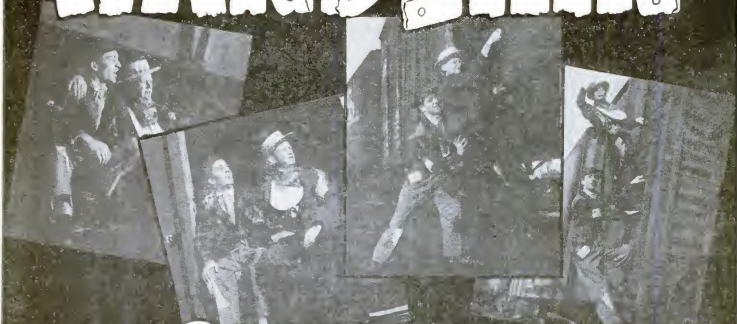
1930—"SONG OF THE VAGABOND"

1932—"BROTHER CAN YOU SPARE A DIME"

1933—"HALLELUJAH I'M A BUM"

*NOW...the great hit of 1950*

# WANDERIN'



# SAMMY KAYE

INTRODUCED  
ON A POWERFUL  
"DOWN TO EARTH"  
SMASH HIT  
RECORD BY...

WITH A SENSATIONAL  
VOCAL BY...

**TONY ALAMIO**

**RCA Victor Records** {

78 rpm  
20-3680  
45 rpm  
47-3203

The Billboard

## MUSIC POPULARITY CHARTS

## Radio Popularity

## RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of records shows. List is based on replays from weekly survey among disk jockeys throughout the country. Unless shown in this chart, other available records were found to be found in the Honor Roll of Music Popularity Chart, Part 1. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION	Weeks 1 to date	This Week	Title	Artist	Label
5	2	1	CRY OF THE WILD	F. Lane	Mercury 530-BMI
			GOOSE, THE	.....	Capitol 340-BMI
8	2	2	MUSICI MUSICI MUSICI	T. Brown	.....
			London 624—ASCAP	.....	46205—BMI
8	1	3	CHATTANOOGIE SHOE	R. Foley	.....
			SHINE BOY	.....	Dot 46205—BMI
6	4	4	CHATTANOOGIE SHOE	Big Brother 5, Scheme	.....
			SHINE BOY	.....	Dot 46205—BMI
8	4	5	RAG MOP	Ames Brothers	.....
			Coral 62402—BMI	.....	
6	4	5	THERE'S NO TOMORROW	T. Martin	.....
			V71720-3552	.....	ASCAP
5	3	7	RAG MOP	R. Flanagan Or.	.....
			V71730-0275	.....	60205—BMI
1	—	8	CHATTANOOGIE SHOE	P. Harris	.....
			SHINE BOY	.....	V71747-3215—BMI
8	9	9	I SAID MY PAJAMAS	H. Renz Or., Martin F. Warren	.....
			ASCAP	.....	63119—ASCAP
14	10	10	CHATTANOOGIE SHOE	F. Sinatra	.....
			Capitol 33720-2	.....	478—BMI
11	11	11	IT ISN'T FAIR	S. Kaye Or.	.....
			V71720-3619	.....	315—ASCAP
13	12	12	RAG MOP	P. Wepper Or., Starlighters	.....
			Capitol 34784-5	.....	674—BMI
1	—	13	IF I KNEW YOU WERE COMING I'DVE BAKED A CAKE	E. Barton, National 9103	.....
			Coral 62410—BMI	.....	
27	14	14	SENTIMENTAL ME	Ames Brothers	.....
			Coral 62410—BMI	.....	
1	—	15	RAG MOP	J. Dorsey	.....
			Capitol 33719-12	.....	499—BMI
15	15	16	RAG MOP	L. Hampton Or.	.....
			Dot 42405—BMI	.....	
23	17	17	WITH MY EYES WIDE OPEN I'M DREAMING	P. Page Quartet	.....
			Mercury 53475—ASCAP	.....	
18	1	18	I CAN DREAM, CAN'T I?	Andrew Sisters-G. Jenkins Or.	.....
			Dot 42405—ASCAP	.....	
1	—	18	MUSICI MUSICI MUSICI	M. Katz	.....
			Capitol 33718-2	.....	ASCAP
20	1	20	MUSICI MUSICI MUSICI	G. Cavallaro Or.	.....
			Capitol 33718-2	.....	ASCAP
25	2	25	I SAID MY PAJAMAS	D. Day	.....
			Capitol 33720-9	.....	ASCAP
1	—	25	MUSICI MUSICI MUSICI	F. Martin Or.	.....
			V71720-3619	.....	ASCAP
9	23	23	DEAR HEARTS AND GENTLE PEOPLE	J. L. Wolfe	.....
			Capitol 33720-9	.....	ASCAP
17	23	23	RAG MOP	J. L. Wolfe	.....
			Capitol 33720-9	.....	ASCAP
1	—	25	IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE	D. Shore	.....
			Capitol 33720-9	.....	ASCAP
1	—	26	DEARIE	G. MacRae and J. Stafford	.....
			Capitol 33720-9	.....	ASCAP
15	27	27	CRY OF THE WILD	Tennessee Ernie	.....
			Capitol 33720-9	.....	ASCAP
28	28	28	CANDY AND CAKE	M. Carson	.....
			V71720-3619	.....	ASCAP
19	29	29	JOHNSON RAG	J. Dorsey Or.	.....
			Capitol 33720-9	.....	ASCAP
30	30	30	MY FOOLISH HEART	G. Jenkins Or.	.....
			Dot 42405—ASCAP	.....	

Based on reports received last three days of Week Ending March 3

## PART III

TALES FROM THE TRENCHES

## SONGS WITH GREATEST RADIO AUDIENCES (C&amp;D)

(Beginning Friday, February 24, 8 a.m., and ending Friday, March 3, 8 a.m.)

Tunes listed here the greatest audiences on programs heard a network station in New York, Chicago and Los Angeles. List is based upon John G. Postman's Audience Coverage Index. The index is predicted upon radio logs available through the American Radio Research Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 50 tunes in the case of (a) tunes alphabetically. This music checked is predominantly over 60 per cent) alive.

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(F) Indicates tune from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each listing the licensing agency controlling performance rights on the tune is indicated.

Bibbidi-Bobbidi-Boo (F) (R).....	Walt Disney—ASCAP	112
Bay Bye, Baby (R) (R).....	J. Robbins—ASCAP	92
Candy and Cake (R) (R).....	.....	58
Chattanooga Shoe Shine Boy (R).....	Acuff-Rose—BMI	109
Copper Canyon (F) (R).....	Famous—ASCAP	253
Daddy's Little Girl (R).....	Beacon—BMI	92
Dear Hearts and Gentle People (R).....	E. H. Morris—ASCAP	92
Dream Is a Wish Your Heart Makes, A (F) (F).....	Walt Disney—ASCAP	92
Evory Year (F) (R).....	E. H. Morris—ASCAP	92
Happy Times (F) (R).....	.....	109
I Don't Know Whether to Laugh or Cry Over You (R).....	Dot—BMI	53
I Gotta Have My Baby Back (R).....	Peer—BMI	95
I Said My Pajamas (R).....	Lead—ASCAP	75
I've Got a Lovely Bunch of Coconuts (R).....	Correll—ASCAP	53
Johnny Rags (R) (R).....	Mills—ASCAP	75
Leave It to Love (R) (R).....	Dot—BMI	53
Marie (R).....	E. B. Marks—BMI	108
Musici Musici Musici (R).....	Cromwell—ASCAP	109
Old Master Painter, The (R).....	Robbins—ASCAP	108
Quicker, Wicker (R).....	E. H. Morris—ASCAP	92
Rag Mop (R).....	Mills—ASCAP	75
Scared Ribbons (R).....	Mills—ASCAP	75
Sitting by the Window (R).....	Shapiro-Bernstein—ASCAP	154
Stay Well (R) (R).....	Chappell—ASCAP	53
That's a Plenty (R).....	George Simon—ASCAP	63
There's No Tomorrow (R).....	Pattison—ASCAP	63
With My Eyes Wide Open I'm Dreaming (R).....	Advanced—ASCAP	64
You Won't Be the Last (R).....	Advanced—ASCAP	64
You're Always There (R).....	Bregman-Vocco-Gonn—ASCAP	64

## (RIT SYSTEM)

Tunes listed received the greatest number of key radio plays according to information supplied by the Richard Nimmo (RSM) licensing system. Numerical points total are computed as follows: 1 point per sustaining commercial; 2 points per sustaining week; 3 points for commercial with instrumentally; 4 points per commercial with vocal; 5 points per commercial with vocal and instrumental. New York, Chicago and California would receive 12 points, etc.

(F) Indicates tune is from film; (M) indicates tune is from legit musical; (R) indicates tune is available on records.

Week of February 24 to March 3

Songs	Publisher	Tit. P.
Bibbidi-Bobbidi-Boo (F).....	Walt Disney	112
Bay Bye, Baby (R).....	J. Robbins & Sons	92
Candy and Cake (R).....	.....	58
Chattanooga Shoe Shine Boy (R).....	Acuff-Rose	109
Copper Canyon (F) (R).....	Famous	253
Daddy's Little Girl (R).....	Beacon	92
Dear Hearts and Gentle People (R).....	E. H. Morris	92
Dream Is a Wish Your Heart Makes, A (F) (F).....	Walt Disney	92
Evory Year (F) (R).....	E. H. Morris	92
Happy Times (F) (R).....	.....	109
I Don't Know Whether to Laugh or Cry Over You (R).....	Dot	53
I Gotta Have My Baby Back (R).....	Peer, Inc.	95
I Said My Pajamas (R).....	Lead	75
I've Got a Lovely Bunch of Coconuts (R).....	Correll	53
Johnny Rags (R) (R).....	Mills	75
Leave It to Love (R) (R).....	Dot	53
Marie (R).....	E. B. Marks	108
Musici Musici Musici (R).....	Cromwell	109
Old Master Painter, The (R).....	Robbins	108
Quicker, Wicker (R).....	E. H. Morris	92
Rag Mop (R).....	Mills	75
Scared Ribbons (R).....	Mills	75
Sitting by the Window (R).....	Shapiro-Bernstein	154
Stay Well (R) (R).....	Chappell	53
That's a Plenty (R).....	George Simon	63
There's No Tomorrow (R).....	Pattison	63
With My Eyes Wide Open I'm Dreaming (R).....	Advanced	64
You Won't Be the Last (R).....	Advanced	64
You're Always There (R).....	Bregman	64
You're Wonderful (F) (F).....	Paramount	64

## Vox Jox

GIMMIX... Jack Gwynn, KRLL, Dallas, is using a "Pick-a-Program" feature which permits listeners to program an entire show. Winning entry gets the chance to appear on the show and take home a gift album.... Bob Miller, WCFM, New York, is running a contest to find worst bugler in the area. The winner will record a version of Ravelle, to be used as theme for Buckeye Bugle Call show.... Ned Pumpfrey, WFLB, Tallahassee, calls listeners and asks them to select favorite type of music.

## SWITCHES

WTWN, St. Johnsbury, Vt. from a Yankee Network post.... Jim Becklin switches to WIN, Merril, Wis. from XEHA, Alexandria, Minn.... Earl Wood, from WHIP, Jacksonville, Fla., back to WMBR, same city.... Mel Fine goes to WERC, Erie, Pa. from WITN, Jamestown, N. Y.... Wes Hobby leaves WKFI, Montpelier, Vt., to WCCO, Bridgeport, Conn.... Art Levitt switches to KREO, Idaho, Calif., from KDAC, Fort Bragg, Calif.... Don Brewer quits WOLF, Elyria, O., for overcast to work with the Armed Forces Network, mounting the Nuremberg station in Germany.... Roy Washburn, WOIZ, Alton, Ill., is leaving, with future plans not specified.

GRIPES & SWIPES... Lela and Childs, WAPX, Montgomery, Ala., is unhappy with: "The deejays around the country supply you with a lot of info. Isn't it odd to include a subscription blank each week in your questionnaire?.... Dick Wright, WDEB, Miami, Fla., is complaining the caliber of current hit disks: "With great talent like Ralph Flanagan, Hugo Winterhalter, Gordon Jenkins and the fine vocalists around, why oh why do the diskies keep turning out so much back-room piano and ricky tick stuff?.... Joe Cutler, WKRM, Columbus, Tenn., says to differ with Wright: "Caliber of most disks has improved 50 per cent over the things put on the market last year. The only hitch is that it's hard to give all the good disks their due share of time and spins?.... Jack Ellis, WKBN, Youngstown, O., throws up his hands and says "uncle" to the avalanche of disks on the market. "Present flood of new tunes is doing irreparable damage to jocks and the songwriting biz. Present flood of disks that effort to get your gleam, any real royalties; besides, it is creating a nasty competitive situation among jocks, each vying with the other to play the first and the most?.... Johnny Rion, KRFL, Farmington, Mo., is gripped at suggestive of his station. "Recently 'recently' listeners by the use of off-color disk unawares," he says.... Byron Taylor, KFSD, Nampa, Idaho, suggests: "Diskers ought to include on labels the dope on new re-issues—their big year, pie, or legit show. It was taken from.... Mohr, WTVN, St. Louis, Mo., would like waxeries to send out "recorded and scripted interviews with wax stars. The outfit that picked up on such an idea would be pretty far in front as far as getting new disks played is concerned."

## STRICTLY FROM DIXIE

Bruce Fleming and Bill Crutcher have been subbing for Uncle Henry, WPAQ, Mount Airy, N. C., who has pleased.... Dale Smith, of WLBB, Greenville, S. C., has been appearing on the side and so is John M. Burick, WKAV, Glasgow, Ky.... James Dukas, WAJR, Morgantown, W. Va., is combating the musical con game by plugging solid records. He's talking of stories.... From Tom Harrell, Norton, Va., comes the succinct comment, "Sh-h-h, we're in a cool field?.... Harry Curran, at WKGI, Richmond, Va., is serving visiting cards and taking down interviews on a wire recorder, spinning 'em back on his Curran's Corner sep.... Bob Howard is spinning 'em on a show.... W. H. Slickerettes, W. Va. The visit routine includes anything from costumed pentonimes with disks to magic stunts.

## CHICAGO CHATTER

Betty Burton, wife of the free-lance J. J. Linn, lost her dad in the American recently. She serves as mother or her hubby.... Marty Hogan, free-lance mike pilot in Chicago, who recently took over as Chi rep for the sawdust Agency, ad firm, has added Bob Tunison, ex-Edo Hubbard flank. Tunison will be chief copywriter for the office.... Bob Davis, jazz platter jockey from WQUA, Moline, Ill., walked off with first prize in a Charleston lance contest, Staged February 23 for disk jockeys by Spike Jones and Victor M. Distributors Company. Other semi-finalists were Mal Bellairs, WCFM; Claude Kirschner, free-lance; Linn Burton; and Jess Petrillo, WCFM.... Davis received a 16-inch Victor video set as one of his prizes. The winner was Betty Faris, one of Jones's Slickerettes.

GREATER THAN "RUDOLPH"

Just in  
time  
for Easter



GENE  
AUTRY

SINGS

**Peter Cotton Tail**

BACKED BY "FUNNY LITTLE BUNNY"  
(with the powder puff tail)

COLUMBIA RECORD 38750  
7-INCH (LP) 1-575

SHIPPING NOW - ORDER TODAY

**COLUMBIA RECORDS**

First, Finest, Foremost in Recorded Music · Originators of LP Records For Uninterrupted Listening Pleasure

# The Billboard

## MUSIC POPULARITY CHARTS

### Retail Record Sales

Based on reports received last three days of week ending March 3

PART IV  
RECORD SALES  
TRENDS

#### BEST-SELLING POP SINGLES

Records listed are those selling best in the nation's top volume retail record stores. List is based upon the Billboard's weekly survey among the 1,400 largest dealers, representing every important market area. Survey returns are weighed according to size of market area. Records listed numerically, according to greatest sales. The "B" side of each record is also listed.

POSITION	Weeks 1 Last 1 This to date 1 Week 1 Week 1	Title	Artist	Label
8	1	CHATTANOOGIE SHOE SHINE BOY	R. Feltz	44029-3-BMI
6	2	MUSICI MUSICI MUSICI, Copenhagen	T. Brewer	804-ASCAP
18	3	THERE'S NO TOMORROW, Thousand Victim, A	Martin	10232-3-BMI
5	4	CRY OF THE WILD GOOSE, THE	F. Lahey	45197-3079-ASCAP
9	3	RAG MOP	Ame. Brothers	9363-3-BMI
7	6	I SAID MY PALMAMAS, Here I Told You Later, That I Love You!	W. Warren, T. Martine	45197-3079-ASCAP
5	7	IT ISN'T FAIR, My Lily and My Rose	S. Kaye Ork.	45197-3079-ASCAP
13	8	QUICKSILVER	Bing Crosby and Dave Brubeck	45197-3079-ASCAP
1	9	I F I KNEW YOU WERE COMING I'DVE BAKED A CAKE	E. Barton, National	9103
4	12	RAG MOP	R. Flanagan Ork.	45197-3079-ASCAP
11	1	RAG MOP	L. Hampton Ork.	45197-3079-ASCAP
6	13	DADDY LITTLE GIRL, Who'll Be the Next One To Cry Over You?	D. Todd	45197-3079-ASCAP
15	1	CHATTANOOGIE SHOE SHINE BOY	Bing Crosby, V. Scheen	45197-3079-ASCAP
14	1	DEAR HEAVENS, THE DEVIL PEOPLE	Bing Crosby, V. Scheen	45197-3079-ASCAP
15	18	DEAR HEAVENS, THE DEVIL PEOPLE	D. Shore	45197-3079-ASCAP
1	—	MY FOOLISH HEART, Don't Do Something To Someone Else	G. Jenkins Ork.	45197-3079-ASCAP
8	17	ENJOY YOURSELF, Rain Or Shine	G. Lombardo Ork.	45197-3079-ASCAP
10	1	RAG MOP	J. L. Watts	45197-3079-ASCAP
1	—	DEARIE, I Said My Palmamas	R. Bolger, E. Merman	45197-3079-ASCAP
8	23	WITH MY EYES WIDE OPEN I'M DREAMING, Oklahoma Blues	P. Papp, Quincy	45197-3079-ASCAP
8	15	JOHNSON RAG, Charlie Ray	J. Dorsey	45197-3079-ASCAP
23	23	JOHNSON RAG, Back of the Hand	J. Dorsey	45197-3079-ASCAP
2	25	DADDY'S LITTLE GIRL, If I Live To Be 80	M. B. Teller	45197-3079-ASCAP
4	26	SENTIMENTAL ME, Rag Map	Ame. Brothers	45197-3079-ASCAP
7	16	RAMBO, Little Golden Croc	V. Munroe Ork.	45197-3079-ASCAP
1	—	CHATTANOOGIE SHOE SHINE BOY	R. Feltz	44029-3-BMI
1	—	MY FOOLISH HEART, Wedding Time	B. Eckstein	45197-3079-ASCAP
19	21	I CAN DREAM, I CAN'T GET A WEDDING, Wedding of Lili Marlene	A. Andrews, S. Siders, G. Jenkins Ork.	45197-3079-ASCAP
2	26	BIBBI-BIBBI-BIBI, Dream Is a Wish You Heart Makes, A	P. Combs	45197-3079-ASCAP
1	—	DEARIE, I Said My Palmamas	J. Stafford, G. MacRae	45197-3079-ASCAP
7	—	WEDDING SAMBA, Take A Walk In My Rumba Beat	Edmonds Ro Ork.	45197-3079-ASCAP

#### CHILDREN'S RECORDS

Records listed are those records selling best in the nation's retail record stores, according to the Billboard's weekly dealer survey. Records are listed numerically according to greatest sales.

POSITION	Weeks 1 Last 1 This to date 1 Week 1 Week 1	Title	Artist	Label
4	1	CHERRELLA (Two Records)	Wood and Ethel	45197-3079-ASCAP
22	6	BOZO AND THE BIRDS (Two Records)	P. Coby-B. May Ork.	45197-3079-ASCAP
91	3	LITTLE TOOT (One Record)	Don Wilson-The Starliners	45197-3079-ASCAP
4	1	WOODY WOODPECKER AND HIS TALENT SHOW (Two Records)	M. Blane, B. May Ork.	45197-3079-ASCAP
28	4	BUS BUNNY IN STORKLAND (Two Records)	Cap/7800-3032	45197-3079-ASCAP
11	4	HONKY DODDY AND THE AIR-O-DOODLE (Two Records)	Cap/7800-3032	45197-3079-ASCAP
91	2	BOZO AT THE CIRCUS (Two Records)	Ala. Livingston-Vance "Pinner" Galy	45197-3079-ASCAP
46	13	BAMBI (One Record)	M. Blane, B. May Ork.	45197-3079-ASCAP
19	9	BUS BUNNY (Three Records)	Cap/7800-3032	45197-3079-ASCAP
27	—	LITTLE ENGINE THAT COULD (Two Records)	P. White	45197-3079-ASCAP
2	15	SNOW WHITE AND THE SEVEN DWARFS (Two Records)	Cap/7800-3032	45197-3079-ASCAP
30	12	THREE LITTLE PIGS (Two Records)	Cap/7800-3032	45197-3079-ASCAP
42	13	JOHNNY APPLESEED (Three Records)	Cap/7800-3032	45197-3079-ASCAP
45	12	BOZO AND HIS ROCKET SHIP (Two Records)	Ala. Livingston-Vance "Pinner" Galy	45197-3079-ASCAP
1	—	HOW THE FIRE ENGINE GOT IT'S SPIN (Parts I and II)	T. Reddy, B. May Ork.	45197-3079-ASCAP

#### CLASSICAL SINGLES

13	2	Sleigh Ride	Boston Post Ork., Arthur Fiedler, conductor	10-1484
173	3	Jalousie	Boston Post Ork., Arthur Fiedler, conductor	12140
227	1	Clair de Lune	Jose Iturbi	45199-4174
164	4	Warrior Concerto	Jose Iturbi	45199-4174
214	4	Chopin's Polonaise	Jose Iturbi	45199-4174

#### CLASSICAL ALBUMS

3	2	Bach: Well-Tempered Clavier (5 Records)	M. Lindqvist	45197-3079-ASCAP
1	—	Lindqvist: Capriccio Italiani, Op. 45 (Two Records)	Cap/7800-3032	45197-3079-ASCAP
2	—	Memories of Carnot (Three Records)	Cap/7800-3032	45197-3079-ASCAP
1	—	Stravinsky: Petruska (One Record)	Cap/7800-3032	45197-3079-ASCAP
13	3	Berthomieu: Fifth Symphony (Four Records)	MBC Symphony Ork., A. Tansman, director	45197-3079-ASCAP
3	—	Scherzando (Two Records)	Cap/7800-3032	45197-3079-ASCAP

#### POP ALBUMS

45	1	SOUTH PACIFIC (Seven Records)	Mary Martin-Elo Piaz	45197-3079-ASCAP
6	3	GENTLEMAN PREFER BLONDS (Seven Records)	Original Broadway Cast	45197-3079-ASCAP
27	2	JOLSON SINGS AGAIN (Four Records)	A. Jolson	45197-3079-ASCAP
8	4	SORCERER BILLY EKSTINE (Three Records)	Billy Eckstine	45197-3079-ASCAP
26	6	THAT MIDNIGHT KISS (Three Records)	Lois Lane-RCA Victor Ork.	45197-3079-ASCAP
6	7	DIXIE BY DORSEY (Four Records)	J. Dorsey	45197-3079-ASCAP
8	7	CHERRELLA (Two Records)	Wood and Ethel	45197-3079-ASCAP
1	—	DAILY'S DIXIELAND (Two Records)	Pete Daily, Cap/7800-3032	45197-3079-ASCAP
9	9	KISS ME, KATE (Six Records)	A. Clark, J. Diamond	45197-3079-ASCAP

### Dealer Doings

**PHILADELPHIA** . . . Carson Brothers put their entire stock of 78 r.p.m. singles and albums on sale at half price, as did H. Royer Smith, while J. W. Watanabe recorded a dramatic increase in 78 stock at reductions scaled from 52 to 78 cent. Watanabe's also staged a successful impersonation promotion, tying in with the Civic Grand Opera Company at the Academy of Music, with Feruccio Tagliavini and Pia Tassinari autographing their recordings at the event.

#### MERCHANDISING TIPS . . .

"Have you seen this? That is getting out of hand what they are doing with records," said Fred Ruffalo and Music, Martinsville, Va. "I made a stock for hillbilly, blues and rhythm and popular records. When customers come in to look at the stock of the music they prefer, I miss times out of 10 something will sell that you did not think of suggesting. I have obtained more results from this than anything I have tried." "As our windows are small show boxes, we have display problem. We put in a window of Rag Mop, using a mop and a pair of palmated. We sold more than on this attracted people in the street," Virgil Sullivan, United Aerial Record Shop, San Francisco. "We give a free storage album with every 25 records bought. It works swell." Mildred Todd, Fort. Worth, Tex. "I have L. Young, Young's Utilities, Glen Elynn, Inc. reports getting good results by lending new kid albums to local grade school teachers who play them for their pupils." . . . Parkside Radio, Brooklyn, reports excellent results by simply setting up a special rack for St. Patrick's Day albums and singles. . . . "Demonstrating and advertising all these special records has increased sales on all sides." . . . Kemp Electric Company, Cheyenne, Wyo. "Most impressive," writes the Weinberg Record Store, Philadelphia, "is the way LP records displayed on shelves with the covers facing outward. They look good and give one a much better idea of what is available on LP."

**GRIPES AND SWIPES** . . . "Would like to get hold of a record brush that would work on the tone-arm of the RCA 45 attachment. Magnavox has one, but we are unable to get it because we have a large number of RCA 45's and need one for such an accessory. The brushes now on the market are too heavy and slow down the machine."—Bernie's Record Shop, Fargo, N. D. . . . "Too many big hits at once spaced them better—if possible," says a music company, Mill Creek, Ohio. "We have consistently ordered RCA 45's and to date we can't put out a disk hit set because RCA hasn't kept us up to date on current hit numbers. Much self-feeling has developed because our customers have been unable to get all the pop hits."—S. S. Kresge, Store No. 59, Grand Rapids, Mich.

#### RADIO GIMMICK . . .

R. H. Irwin, Irwin Radio Service, Pensacola, Fla., got some extra promotion out of the disk show he sponsors on WEAR. Called RFD 1499, for the station's call letters, the show and the shop picked up plenty of publicity when the station switched wave lengths to 1230 on the dial. With disk jockey Leroy Morris as chief moderator, the station and Irwin "buried" RFD 1499 on hundreds watched the scene. The new program is called RFD 1230, noon.

#### CONNECTICUT . . .

Roseblatt's Record Shop, Hartford, ran a special sale of five 10-inch pops for \$1, with newspaper advertising stressing the fact that the sale was a real one. Roseblatt featured a large selection of albums at reduced prices. Mallove's, New London, under the heading of "Only Mallove's Has 'Em," ran a special sale, featuring some LP disks and 78's. The store also featured a special offer, a choice of two Varsity LP's plus a long playing attachment for \$11.50.

#### NAMM REGIONAL MEETS . . .

Central States music merchants will meet at the Hotel Shelburne, Cleveland, March 13-14, with Charles A. Schulze, Schulze Music Stores, Cleveland, and W. W. Smith, Jr., W. Greene Company, Toledo, active as featured speakers. Conferees considered L. Melie Hostetter, Federal Reserve Bank of Cleveland, will be the featured speaker. The East Central States conference will be held in Washington March 27-28. Rowland W. Jones, Jr., president, American Retail Federation, will be guest speaker, with Robert P. Isbell, Jordan Piano Company, and Earl C. Gable, Music Company, as co-chairmen of the event. . . . "We keep a special list by crisis of records not as popular as they used to be. Whenever we find a customer who can't get any of the records on the list, we bring out the sheet and go down the list. It never fails to push out at least one old record and usually three or four. We actually sold one man's set of new and old records for \$10.00."—W. Harmon, Forbes Music Company, Cheyenne, Wyo.





COMING SOON!

"SWAMP GIRL"

FRANKIE LAINE

AMERICA'S No. 1 INTERPRETER OF MODERN MUSIC

Musical Arrangement By Harry Geller

PRESENTED ON

MERCURY RECORDS



# MARY MARTIN AND ARTHUR GODFREY

SINGING

GO TO SLEEP  
GO TO SLEEP  
GO TO SLEEP

Paired with "BUT ME, I LOVE YOU"  
Orchestra Under the Direction of Archie Bleyer  
Columbia Record 38744 or 7-inch LP 1-569

A ready-made best-seller by two great popular stars!  
Hot Off The Presses! Order Today!

## ARTHUR GODFREY

SINGING

# "CANDY AND CAKE"

with The Chordettes

Paired with "DEAR OLD GIRL" with The Mariners  
Orchestra Under the Direction of Archie Bleyer  
Columbia Record 38721 or 7-inch LP 1-547

## DINAH SHORE

SINGING

# "IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE"

Paired with "MORE THAN ANYTHING ELSE IN THE WORLD"  
Orchestra Under the Direction of Harry Zimmerman  
Columbia Record 38689 or 7-inch LP 1-469

# COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music—Originators of LP Records  
For Uninterrupted Listening Pleasure

## The Billboard MUSIC POPULARITY CHARTS PART V

### Juke Box Record Plays

Based on reports received last three days of Week Ending March 3

#### MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 1,558 operators in all sections of the country. Listed below the title at arm at the most played records are other available recordings of the same tune. Titles shown in this chart are available records of tunes listed here will be found in the Honor Roll of the Music Popularity Chart Part I.

POSITION		Weeks   List   This to date   Week   Week		
7	1	1	CHATTANOOGIE SHOE SHINE BOY... R. Faly	Dec 46205—BMI
4	2	2	MUSIC, MUSIC, MUSIC... T. Brewer	London 604—ASCAP
3	3	3	RAG MOP... Ames Brothers	Coral 60140—BMI
5	4	4	CITY OF THE WILD GOOSE, THE... F. Lane	Mercury 5363—BMI
17	6	5	THERE'S NO TOMORROW... T. Martin	Capitol 38582; 46347-3078—ASCAP
15	2	6	DEAR HEARTS AND GENTLE PEOPLE... Bing Crosby-P. Botkin's String Band	Dec 24798—ASCAP
7	19	7	QUICKSILVER... B. Crosby-Andrew Sisters	Dec 24822—ASCAP
			(D. Day, Cal 7813843; (LP1)-407; E. Brill-R. Allen, V17821-0157, 45148-0168)	
5	8	8	I SAID MY PAJAMAS... T. Martin and F. Warmell, Ben Orr	Dec 24783—ASCAP
			(V17820-3613; 46347-3113—ASCAP	
6	7	9	RAG MOP... L. Hampton	Dec 24835—BMI
9	10	10	RAG MOP... J. L. Willis	Bullet 606—BMI
3	16	10	RAG MOP... R. Flanagan OR.	V17820-3602; 46347-3078—BMI
6	12	12	CHATTANOOGIE SHOE SHINE BOY... Bing Crosby-V. Schoen OR.	Dec 24863—BMI
1	—	13	IF I KNEW YOU WERE COMING	
			(I'VE SAVED A CAKE... E. Barton... Dec. National 9103	
			(G. Gibb, M. Kaminberg, D. Williams, Coral 60142; B. Strong, Cap 9144;	
			A. Trace OR, Cal 7813879, 1331-493; E. Merman-R. Bolser, Dec 24743)	
3	—	14	SEVENTH ME... Ames Brothers	Coral 60140—BMI
			(M. Low, Mercury 813; Ray-R-Vos, Dec 46141)	
1	—	14	MUSIC MUSIC MUSIC... C. Cavaliere OR.	Dec 24803—ASCAP
9	11	16	JOHNSON RAG... R. Morgan	Dec 24842—ASCAP
			(P. Bailey, Harmony 1089; P. Bailey, Cal 7813873, 1331-455; J. Dorsey OR, Cal 38649; Hayman Quartet, Rodeo 7; T. Terer, Tiger, London 501;	
			A. Ray OR, Cap 57-735; C. Thornhill OR, V17820-3604; G. Moore, MCM 10589)	
6	11	17	IT ISN'T FAIR... S. Kaye OR.	V17820-3609; 46347-3115—ASCAP
3	—	18	WITH MY EYES WIDE OPEN I'M DREAMING... P. Page Quartet	Mercury 5344—ASCAP
			(G. Eberly, Coral 60156; Ink Spots, Dec 24897)	
24	19	19	I CAN DREAM, CAN'T I?... G. Jenkins OR-Andrew Sisters	Dec 24783—ASCAP
			(T. Brooke OR, V17820 3553, 45147-3046; A. Kessel, Vacation 55071; J. Summers Mandella OR, Rainbow 10830; The Blenders, National 9092; A. Day, Harmony 1078; T. Arnold, Winterhalter OR, Cal 38612; G. Gray OR, Coral 48164; R. Eberhart, Columbia 185; J. Whitman, Varsity 204)	
1	—	20	I SAID MY PAJAMAS... Ray Bolser-E. Merman	Dec 24873—ASCAP
4	21	21	BIBIDI-BOBIDI-BOO... J. Stafford-R. MacLane	Capitol 3179-782; 46354-728—ASCAP
13	21	21	OLD MASTER PAINTER, THE... D. Haymes	Dec 24801—ASCAP
			(P. Lee M. Towne, Cap 791; S. Lason, London 555; P. Harrk OR, V17820-3640, 46347-3114; F. Sinatra-Moderates, Cal 38650; R. Hayes-M. Miller OR, Mer 5242; J. Park, National 9094)	
1	—	21	THIRD MAN THEME, THE... G. Lombardo OR.	Dec 24839—ASCAP
			(I. Apollon, National 9104; A. Karal, London 536; A. Byrnes Quartet, Coral 48146; E. Smith, Dec 24900; H. Stachow, Mer 5373; Z. Turner OR, Supert 375; Gale Vienna Quartet, Cal 38133-444; H. "Sugarfoot" Garzone, Dec 4212; M. Winterhalter, Cal 38706; I. Fields TR, V17820-3608, 46347-3232; A. Ray, Cap 781820, 145F-820; R. McKinley OR, V17820-3768, 46347-3242)	
5	24	24	BROKEN DOWN MERRY-GO-ROUND... M. Whiting, J. Wakely	Capitol 378000; 451F900—BMI
			(R. Allen-P. Page, Mer 6231; E. Wilson-D. Thomas, Dec 24860; B. Lee, 4 Star 1434; R. Allen-P. Page, Mer 6231; J. S. Sweets, Coral 40872—BMI)	
5	22	24	DADDY'S LITTLE GIRL... D. Todd	Rainbow 80008—BMI
2	24	24	ENJOY YOURSELF... Deris Day	Capitol 378000; 451F900—BMI
			(T. Dorsey OR, V 20-3375; L. Prima OR, Mer 5361; E. Carter 1730-2765, 46347-3236; J. Harvey, MCM 10650)	
1	—	24	RAG MOP... E. Howard OR.	Mercury 5373—BMI
3	15	24	CHATTANOOGIE SHOE SHINE BOY... R. Daniel-R. Ross	Coral 60147—BMI
15	29	24	DADDY'S LITTLE GIRL... H. B. Sweets	Coral 40872—BMI
16	29	24	JOHNSON RAG... J. Dorsey OR.	Capitol 378000; 451F900—BMI
3	19	24	GOO'S WERE ANGRY WITH-ME, THE... M. Whiting, J. Wakely	Capitol 378000; 451F900—BMI
			(G. Bradley Quartet, Coral 48116; E. Wilson-D. Thomas, Dec 24860)	
13	29	24	DEAR HEARTS AND GENTLE PEOPLE, D. Shore	(CH17836405; (LP1)-340—ASCAP

#### WARNING!

In utilizing these charts for listing purposes, readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart. Whether a record's popularity has increased or decreased. This information is shown in the left-hand column under the heading "Weeks to Date." "Last Week" and "This Week." If a record has had no previous charting, or if the charting "indicates" this week "last week" shows a sharp drop readers should buy with caution.

For all the World to Love!

WALT DISNEY'S

CINDERELLA

and PERRY COMBO'S

outstanding rendition of ...

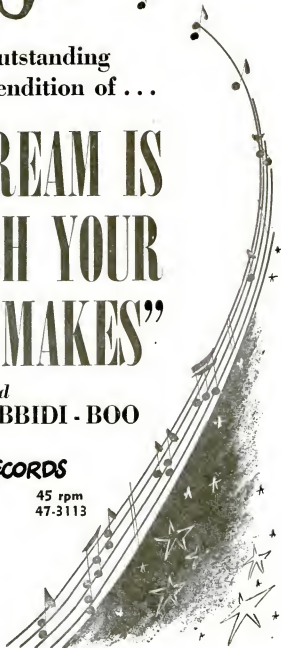
"A DREAM IS A WISH YOUR HEART MAKES"

and BIBBIDI - BOBBIDI - BOO

RCA VICTOR RECORDS

78 rpm  
20-3607

45 rpm  
47-3113



## EILEEN BARTON

whips up the hottest biscuit  
in the country with

NATIONAL #9103

"If I Knew You Were  
Comin' I'D'VE BAKED A  
CAKE"

## DAVE APOLLON'S

Sensational ZITHER style  
recording of

NATIONAL #9104

"The Third Man Theme"  
backed by  
"The Cafe Mozart Waltz"

## BILLY ECKSTINE'S

soulful rendition of

NATIONAL #9096

"WHAT'S NEW"  
"THERE ARE SUCH THINGS"

N. L. P. #2001

"BILLY ECKSTINE SINGS"

33 1/3 RPM Long Play

## THE RAVENS

NATIONAL #9101

"I DON'T HAVE TO RIDE NO MORE"  
"I'VE BEEN A FOOL"

## WINI BROWN

NATIONAL #9102

"HE'S MY DADDY"  
"THE SUN'S GOTTA SHINE AGAIN"

NATIONAL  
Records

ORDER FROM YOUR NEAREST DISTRIBUTOR  
OR NATIONAL DISC SALES, 1841 BROADWAY, N. Y. 32, N. Y.

★★★★

Which One Do You Pick?  
"JUG BAND BOOGIE"  
A real rhythm-billy with the kitchen sink . . . and  
"GOOD MORNIN' JUDGE"  
No matter what he does he lands in jail  
MERCURY 6244



by  
**LOUIE  
INNES**

and The String Dusters



TANNEN MUSIC, INC.

146 W. 54 St.

New York 19, N. Y.

The  
**Billboard**  
MUSIC POPULARITY CHARTS  
PART  
VI

Folk (Country & Western)  
Record Section

Based on reports received last three days of Week Ending March 3

BEST-SELLING RETAIL FOLK (COUNTRY &  
WESTERN) RECORDS

Records listed are country and Western records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase country and Western records.

POSITION	Weeks   List   This to date   Week   Week	Artist	Title	Label
0	1	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205—8M1 Superfect Rag
3	2	CRY OF THE WILD GOOSE, THE	Tennessee Ernie	Cap(73140280, 451F-800—8M1)
4	4	RAG MOP	J. L. Williams	Bullet 696—8M1 Near Me
11	5	I LOVE YOU BECAUSE	M. Whiting-J. Wakely	Cap(75102380—8M1) Link in the Chain of Broken Hearts, A
27	10	SLIPPING AROUND	M. Whiting-J. Wakely	Cap(78157-40224, 45154-60224—8M1) Wedding Bells
5	5	BROKEN DOWN MERRY-GO-ROUND	M. Whiting-J. Wakely	Cap(781800, 451F-800—8M1) Gods Were Angry With Me, The
1	—	GODS WERE ANGRY WITH ME, THE	M. Whiting-J. Wakely	Cap(781800, 451F-800—8M1) Broken Down Merry-Go-Round
2	9	LETTERS HAVE NO ARMS	E. Tubb	Dec 46213—8M1 I'll Take a Back Seat for You
3	7	I LOVE YOU BECAUSE	E. Tubb	Dec 46213—8M1 Unfaithful One
7	—	MAMA AND DADDY BROKE MY HEART	E. Arnold	V178121-014; 4518-0150—8M1 Take Me in Your Arms and Hold Me

## WARNING!

In utilizing these charts for buying purposes, readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart and whether a record's popularity has increased or decreased. This information is shown on the left-hand column under the headings "Weeks to Date," "Last Week" and "This Week." If a record has had an unusually long run, or if the current position "this week" versus "last week" shows a sharp drop, readers should buy with caution.

ADVANCE FOLK (COUNTRY & WESTERN) RECORD  
RELEASES

All That Goes Up Must Come Down H. Thompson (Standing on) Cap 676	If You Only Know Lone Star Playboys (Let's Forgive) Everstate 5-120
Bandora Waltz B. Boyd (Letters Have) V178121-0174; 451-48-0208	In the Jailhouse Now T. Duncan (I Don't) Cap(781894; 451F894)
Boogie Woogie Cowboy T. Ritter (100's of) Cap 920	Imagined Rat, The R. Savin (Groovy Day) MGM 10442
Chop-a-Lug Country Washburne (You Don't) Cap 675	It's Raining in My Heart R. Kin (Way Out) Mer 6242
Guitar Waltz Z. Clements (Last Look) MGM 10459	Next to the X in Texas R. Rogers (Peter Cottontail) V178121-0173; 45149-0207
Groovy Boy R. Savin (Imagined Rat) MGM 10442	Peter Cottontail R. Rogers (Next to) V178121-0173; 45149-0207
Headin' Down the 'Jug Highway B. Hobbs (I Hear) MGM 10456	Songs of the West Album-1, Wakely Cap(4513CF-4000; 13311-4008)
He's a Cowboy Auctioneer T. Ritter (Boogie Woogie) Cap 920	Everyone Knows It But Me I Love You So Much It Hurts Moon Over Montana One Kiss My Name Song of the Sierras Telling My Troubles to My Old Guller
Hillbilly Fever Little J. Dickens (Then It) Col(7820473; 133-2-563)	Standing on the Outside H. Thompson (All That) Cap 676
Let's Forgive and Forget Lone Star Playboys (If You) Everstate E-120	Then I Had to Turn Around and Get Married Little J. Dickens (Hillbilly Fever) Col(78-20473; 13312-563)
Letters Have No Arms B. Boyd (Bandora Waltz) V178121-0174; 451-48-0208	Unfaithful One E. Kin (Two Years) Cap 877
I Don't Believe You're Mine Any More T. Duncan (I'm Not) Cap(781894; 451F894)	You Don't Know What Lonesome Is Country Washburne (Chop-a-Lug) Cap 675
I Hope I Never Walks Up The Saddle Mates (I Would) Dome 3018	
I Never Knew I Loved You Till the Day I Said Goodbye D. Hudson (Headin' Down) MGM 10456	
I Would Care The Saddle Mates (I Would) Dome 3018	

The **Billboard** MUSIC POPULARITY CHARTS  
**Folk (Country & Western)** PART VI  
**Record Section**

Based on reports received last three days of Week Ending March 3

**MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS**

Records listed are country and Western records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require country and Western records.

POSITION

Weeks to date	Last	This Week	Title	Artist	Label
7	1	1	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205-BM1
14	2	2	RAG MOP	J. Willis	Cap 57-40218-BM1
10	7	3	TAKE ME IN YOUR ARMS AND HOLD ME	E. Arnold	V-78021-0146; (45)148-0150-BM1
5	3	4	LETTERS HAVE NO ARMS	E. Tubb	Cap 57-40217
3	6	5	I JUST DON'T LIKE THIS KIND OF LUVIN'	H. Williams	MGM 10609
18	—	6	BLUES, STAY AWAY FROM ME	Delmore Brothers	King 604-BM1
1	—	7	I LOVE YOU BECAUSE	E. Tubb	Dec 46211-BM1
8	8	8	TENNESSEE BORDER NO. 2	E. Tubb, R. Palmer	Dec 46200-BM1
5	10	9	GOODS WERE ANGRY WITH ME, THE M	Whitney & Watson	Cap 57-40219-BM1
1	—	10	I LOVE YOU BECAUSE	L. Payne	Cap 57-40218-BM1

**COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS**

Records listed here in numerical order are those played most by the nation's leading country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 400 disk jockeys specializing in country and Western tunes.

POSITION

Weeks to date	Last	This Week	Title	Artist	Label
8	1	1	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205-BM1
2	2	2	I LOVE YOU BECAUSE	L. Payne	Cap 57-40218-BM1
7	4	3	RAG MOP	J. Willis	Cap 616-BM1
5	3	4	CRY OF THE WILD GOOSE, THE	Tennessee Ernie	Cap 57-40219-BM1
3	5	5	QUICKSILVER	E. Britt, R. Allen	Cap 57-40219-BM1
3	6	6	LETTERS HAVE NO ARMS	E. Tubb	Dec 46200
9	7	7	TAKE ME IN YOUR ARMS AND HOLD ME	E. Arnold	V-78021-0146; (45)148-0150-BM1
1	—	8	I JUST DON'T LIKE THIS KIND OF LUVIN'	H. Williams	MGM 10609
1	—	9	I LOVE YOU BECAUSE	C. Miller	King 617-BM1
3	10	10	BROKEN DOWN HEART-60 ROUND	Whitney & Watson	Cap 57-40219-BM1

**FOLK TALENT AND TUNES**

By Johnny Sippel

**Disk Jockey Doings:** Talbot R. Hood, WCRB, Waltham, Mass., writes that he is using Boy Scouts as guest d. j.'s to hypo interest. . . Uncle Don Andrews, WKNK, Saginaw, Mich., reports that a publicity stunt, in co-operation with Gene Autry's personal appearance there, did big biz. He offered the show. The station received 21 wires in 17 minutes after the announcement. . . Don Larkin, WAAT, Newark, N. J., reports that a local appliance dealer may sponsor Shorty Warren and the Rungers on WATV, video subsidiary. . . Rosalie Allen, WOV, New York, works the Olympia Theatre, Miami, the week of March 13. . . Irv Victor has moved to WOR, New York, but WGN, Chicago, is continuing to pipe his five hours per night via transcription. He is doing three hours live per night over WOR. . . Jim Reppert is now doing a two-hour b. b. show over WKDA, Nashville, before Hugh Cherry's nightly shot. . . Joe Allison has moved from KMAC, San Antonio, to WMAK, Nashville.

Ray Merriott, KWTO, Springfield, Mo., asks if any country music act can beat the 17-year record of the Goodwill Family, Slim Wilson, Aunt Martha, Junior and George at KWTO. . . Wayne Johnston, KAMQ, Amarillo, Tex., unseated his steel guitar to work a band date with Floyd Tillman recently. Cliff Bruner (Decca and Ayo) and Rip Ramsey (Eagle) have merged their bands and are working at the Clover Club, Amarillo. . . Cactus Pryor, KTBC, Austin, Tex., will hand promotion for the two dates which a 4 Star record unit will play there. . . Roy Dixon, KTEM, Beaumont, Tex., writes that Richard Prine and his steel man, Deacon Anderson, of that station, are the writers of "Near Me" and "Rag Mop," the hit pairing by Johnny Lee Willis on Bullet. . . Norm Aiden, KXOL, Fort Worth, reports that Tennessee Ernie Ford entered the city January 27 for his one-night, riding hard on a string of miles. . . Danny Shaver, WFLO, Farmville, Va., reports that the Melody Mountaineers have joined the staff. . . Art Barrett, WSAP, Portsmouth, Va., reports that Norman Phelps and his Virginia Rounders have moved from WSAP to WGH, Newport News. Barrett has added 55 minutes to his daily schedule. . . Texas Slim, d. j. at WSAZ, Huntington, W. Va., has inked a p.m. paper with Ray Parker, of Valley-Hill Music, Hollywood. . . Uncle Charlie Clifton, KRKD, Los Angeles, reports that he conducted a contest to guess his age, with the winner

(Continued on page 119)



# "STOP! STOP! STOP!"

## GETS GREEN LIGHT ALL THE WAY!

LINCOLN #515

IRVING BERLIN'S  
NOSTALGIC HIT—DISKED FOR FIRST TIME\*

### ENOCH LIGHT ORCHESTRA

CLOVERLEAF FOUR ON THE VOCAL

This group's smash success on nation's top TV Show!  
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"WALTZ ME AROUND AGAIN WILLIE"

Another first with vocal by the incomparable  
3 BEAUS and a PEEP!

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GREEN LIGHT PLATTER**

**"MY LITTLE  
GIRL"**

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ORCHESTRA**

VOCAL BY LOREN BECKER  
and the CLOVERLEAF FOUR

TV SENSATIONS!

backed by  
**"I MISS YOU  
MOST OF ALL"**

LINCOLN #516

ALL LINCOLN RECORDS  
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BIG PLAY**

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PRAISES . . .

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YUM YUM TREE"

LINCOLN #513  
2/11/50 Billboard  
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"I LOVE HER,  
OH! OH! OH!"

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"Johnson Rag"  
AI 3049

**HERB KENNY**  
"Key to My Heart"  
"Why Do I Love You?"  
AI 3048



**CALVIN BOZE**  
"Waiting and Drinking"  
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GOSPEL HIT OF THE YEAR

**SOUL STIRRERS**  
"SEEK AND YE SHALL FIND"  
"ONE OF THESE DAYS"  
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FEATURING LITTLE ESTHER

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Featuring LITTLE ESTHER & MEL WALKER  
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JOHNNY OTIS AND THE 4 ROBINS

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**Savoy RECORD CO., INC.**  
58 Market St., Newark 1, N. J.

The Billboard  
MUSIC POPULARITY CHARTS  
PART VII

Rhythm & Blues Records

Based on reports received last three days of Week Ending March 3

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records.

POSITION		Weeks to date		Last Week		This Week	
6	1	1	DOUBLE-CROSSING BLUES	J. Otis-Little Esther and the Robins	...	Sony 731	
8	2	2	ALMOST LOST MY MIND	Ivory Joe Hunter	...	MGM 10578-BMI	
10	3	3	FOR YOU, MY LOVE	L. Darrell	...	Regal 3240-BMI	
22	4	4	SATURDAY NIGHT FISH FRY	L. Jordan	...	Dec 21725-BMI	
6	4	5	RAG MOP	Doc Savage	...	Regal 3251-BMI	
6	6	6	RAG MOP	L. Hampton Ork	...	Dec 24855-BMI	
3	6	6	RAG MOP	J. Liggins	...	Specialty 350-BMI	
3	5	5	WHY DO THINGS HAPPEN TO ME?	R. Hawkins	...	Modern 20-734	
11	7	9	BIG FINE GIRL	J. Witherspoon	...	Moderns 20-721	
10	10	10	NO ROLLIN' BLUES	J. Witherspoon	...	Moderns 20-721	
8	11	11	I QUIT MY PRETTY MAMA	Ivory Joe Hunter	...	King 4326-BMI	
1	12	12	STILL IN THE GACK	J. Turner	...	Freedom F-1531	
2	13	13	INFORMATION BLUES	R. Milton & His Sallie Sanders	...	Specialty SP-34-BMI	
2	13	13	WHY FOOL YOURSELF	Ivory Joe Hunter	...	MGM 10618-BMI	
1	12	12	SITTING BY THE WINDOW	B. Eckstine-R. Case Ork	...	MGM 10602-ASCAP	

WARNING!

In utilizing these charts for buying purposes, readers are urged to pay particular attention to information listed which shows the length of time a record has been on the chart and whether a record's popularity has increased or decreased. This information is shown in the left-hand column under the headings "Weeks to Date," "Last Week" and "This Week." A "+" means had an unusually long run, or if its current position "this week" versus "last week" shows a sharp drop readers should buy with caution.

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

Records listed are rhythm and blues records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require rhythm and blues records.

POSITION		Weeks to date		Last Week		This Week	
10	1	1	ALMOST LOST MY MIND	Ivory Joe Hunter	...	MGM 10578-BMI	
6	2	2	DOUBLE-CROSSING BLUES	J. Otis, Little Esther & The Robins	...	Sony 731	
3	3	3	FAT MAN, THE	Fats Domino	...	Imperial 5050	
3	4	4	FOR YOU, MY LOVE	L. Darrell	...	Regal 3240-BMI	
3	4	4	WHY DO THINGS HAPPEN TO ME?	R. Hawkins	...	Modern 20-734	
3	4	4	RAINING IN MY HEART	Papermoney Harris	...	Stittin' 10-543	
4	8	8	RAG MOP	Doc Savage	...	Regal 3251-BMI	
4	8	8	RAG MOP	L. Hampton Ork	...	Dec 24855-BMI	
2	13	13	S. R. BLUES	Ivory Joe Hunter	...	MGM 10618-BMI	
2	13	13	THREE TIMES SEVEN EQUALS TWENTY-ONE	J. King	...	Imperial 5055	
3	12	12	RAG MOP	J. Liggins	...	Specialty 350-BMI	
5	4	4	SCHOOL GALS	L. Jordan	...	Dec 24815	
2	13	13	FOR YOU, MY LOVE	King Cole Trio-N. Latcher	...	Capitol 3702847	
6	15	14	SITTING ON IT ALL THE TIME	W. Harris	...	King 4326-BMI	
2	7	34	I ONLY KNOW	D. Washington	...	Mercury 8163-BMI	
2	14	14	FORGIVE AND FORGET	The Orioles	...	Juliett 5016	
5	14	14	BLUES FOR MY BABY	B. Wright	...	Savoy 710-BMI	

ADVANCE RHYTHM & BLUES RECORD RELEASES

Big Mouth Maas	The Beavers (Ed Barber) Coral 65026	Don't Overdo It	C. Brown (C.D. Climb) Cap/781897; (45)F&B
Blues About Midnight	But She's Not for Me	Farwell Blues	Delta Four (Swingin' Bro) Brunswick 80135
R. Alton (I Keep) Cap/781896; (45)F&B	Can't Help Loving That Man	Get No Time	The Whippers (Year Ever) Apollo 1196
W. Jackson (Chuck's Chukles) Apollo 800	W. Jackson (Chuck's Chukles) Apollo 800	Heap Stee and Few Knees	P. Logan (That's All) MGM 10655
Don't Cry, Darling	W. Jackson (Can't Help Apollo 800)	Hop 'N' Twist	F. Coby (Wails Maas) Atlantic 904
S. Churchill-R. Norvo's Quintet (Don't Take) Ace 3236	Don't Cry, Darling	I Keep So Many Women (Cause You Can't Tell) King 4326-BMI	W. Harris (Year Ever) Apollo 1196
Camp Meeting Session	P. Williams and His Hucklebuckers (What's Happenin?) Savoy 734	R. Alton (Ed Sheel) Cap/781896; (45)F&B	I Want a Roof Over My Head
Oldmodality	H. Dial (Princess's Boogie) Dec 48124	S. Gibson (I'll Never) Mer 5350	The Beavers (Ed Barber) Coral 65026

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Record Reviews**

**PART VIII**  
Billboard  
 Record  
 Review  
 History

**RATINGS (100 Point Maximum)**  
 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD  
 40-69 SATISFACTORY • 0-39 POOR

**How Ratings Are Determined** Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points which are totaled to reach the best possible rating of 100. Maximums are subject to change depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for approval within the market.

**The Categories** Point ratings are maximum. Song caliber, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's-promotion film, legit and other "plug" ads), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

**ARTIST LABEL AND NO.**      **TUNES COMMENT**

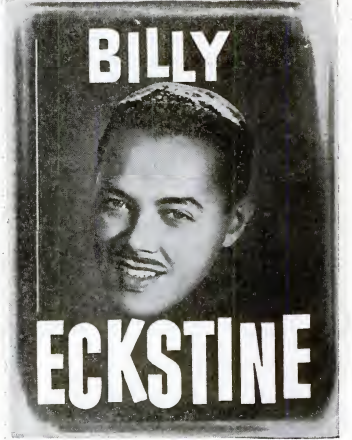
**RATINGS OVER-ALL**      **RETAILER DISK JOCKEY**      **OPERATOR**

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL	RETAILER DISK JOCKEY	OPERATOR
<b>DELTA RHYTHM BOYS</b> Decca 48138	<b>You Go to Your Church and I'll Go to Mine</b> Revel of a plaintive plea to stick with religion and democracy in one fell swoop. Fine job in both the singing and the spinning of the amusing yarn that goes with the song.	80--82--80--78		
<b>HARRY BELAFONTE</b> (Fete Ruggle Ork) Capitol 824	<b>Sometimes I Feel Like a Motherless Child</b> Semi-convincingly conceived and delivered treatment of the soulful spiritual. Belafonte sounds much like Mel Torme here. Ruggle orbiting is super.	67--70--66--66		
<b>KAY STARR</b> (Dave Cavanaugh Ork) Capitol 854	<b>I'm the Loneliest Gal in Town</b> Retinue of one of Kay's finest sides. With her added recognition at this date, this one could easily pick up fresh coin.	76--78--75--75		
<b>ETHEL SMITH</b> Decca 24908	<b>You've Got To See Mama Every Night</b> Another reissue side spots Kay knocking out a strong old rhythm tune in her free-wheeling, raucous style. A great record.	76--78--75--75		
<b>FRANK PETTY TRIO</b> Dillia 10104	<b>The 3rd Men Theme</b> Another highly effective treatment of the movie theme set in dance tone spots the Smith organ.	78--78--78--78		
<b>ELAINE JORDAN</b> (Spotlighters Trio) Pittman 407	<b>Cafe Mosert Welts</b> Easy swinging rendition of the secondary theme, a waltz, from the same movie as preceding.	72--70--70--75		
<b>TINY TIM</b> Mercury 5375	<b>A Precious Little Thing Called Love</b> Tony's trio turns out a dancy side here. Warbler handles the oldie in passable style.	65--65--65--65		
<b>TONI RAMI</b> (Fred Smele Ork) Dorland B-210	<b>Rain</b> This side is more infectious, and swirling piano piano is especially ear-arresting. Could catch on.	84--84--83--85		
<b>PATTY ANDREWS</b> <b>DICK HAYMES</b> (Vic Scherer Ork) Decca 24909	<b>I'll Be Waiting, Darling</b> Silly, tilted slurring of a thin waltz tune.	44--43--42--48		
<b>GENE WILLIAMS</b> <b>ORK</b> Mercury 5366	<b>Clap Your Hands When You're Feeling Blue</b> Bright, happy side is generated by unison group vocal and tight rhythm section. Catchy material here.	79--80--78--78		
<b>DAVE APOLLON</b> National 9104	<b>It Serves You Right</b> Bill applies his pop-corn formula to a suitable vehicle by Jimmy Lou Carson. Nothing special here, however.	63--62--64--64		
<b>JOHNNY MERCER</b> (The Pied Pipers-Peul Weston Ork) Capitol 853	<b>Tuck Me to Sleep in My Old Tucky Home</b> Same formula is invoked on a Jolan-type oldie.	63--63--63--64		
	<b>I Was Lucky</b> Not much here that could cause a revival of the side.	57--68--58--56		
	<b>I'm Not to Blame</b> Okey-charging and excellent arking go for naught because of weak material.	55--56--55--54		
	<b>I Oughta Know More About You</b> Boy-still due to from Victor Young's musical. "A Is Cuts" Material is mildly entertaining, but doesn't really come off.	76--78--76--74		
	<b>Can I Come In for a Second?</b> Light, okey novelty is more pro-ail the way. Could be a big one.	86--86--85--87		
	<b>Button Up Your Overcoat</b> Oldie is treated to a fresh modern scoring, played in clean, relaxed fashion by a better than average crew. Instrumental.	72--76--70--70		
	<b>Once Around the Moon</b> Willard Sogman based on "Mexican Hat Dance" serves for a minor Williams effort.	67--68--67--66		
	<b>The Night Train Theme</b> Veteran Apollo tries to emulate the Karas original and succeeds only partially.	65--65--65--65		
	<b>The Cafe Mosert Welts</b> Same comment.	60--60--60--60		
	<b>Disieland Band</b> Mersey original is reissued for the Disieland revival. Best orking is heavy, and not Dixie.	67--68--68--65		
	<b>Jamboree Jones</b> Lively, entertaining patter is also a reissue. Mercer is in fine fettle here.	71--75--70--68		

(Continued on page 38)

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JUST RELEASED . . .  
**BABY WON'T YOU SAY YOU LOVE ME**  
**FREE**

M-G-M Non-Breakable 10643

THE BILLBOARD PICKS:  
**MY FOOLISH HEART**  
**(We've Got A) SURE THING**  
 M-G-M Non-Breakable 10623

MOST PLAYED BY DISK JOCKEYS:  
**SITTING BY THE WINDOW**  
**LOST IN A DREAM**  
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**SONGS BY BILLY ECKSTINE**  
 Album M-G-M 48



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and his Orchestra  
Vocal by  
Edmundo Ros

THE KING OF  
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GIVES YOU  
ANOTHER HIT!

# Scottish Jamba

NO. 630

75c plus tax

"MORE AND MORE AMOUR!"  
(Samba)



# London RECORDS

## Record Reviews

(Continued from page 37)

ARTIST LABEL AND NO.	TUNES COMMENT	CATEGORIES	RATINGS
<b>NAT "KING" COLE</b> Capitol 832	<b>The Horse Told Me</b> Amusing novelty from forthcoming "Riding High" which gets lively, tony rendition by Nat, who has stiff competition from Bing, who does it in the picture. <b>Don't Shove, I'm Leaving</b> Rocking rhythm novelty is in Nat's more intimate style, and is slanted more to the rhythm-blues market.	POPULAR	74--76--74--73 79--80--78--78
<b>TONY PASTOR ORK</b> Columbia 38714	<b>My Rose</b> Pastor may have himself a big winner here. It's a buoyant, happy tune which is done with loads of spirit. <b>The French Can-Can Polka</b> Another sticking of one of those "Café Parisienne" associations now making the rounds. The familiar melody's bounce and vigor could drive some juke-joints.		88--89--86--88 81--80--80--83
<b>OLIVE MASON</b> Ronde R-219	<b>Boogie on the Humoresque</b> For her dull boogie treatment of the familiar piece Angie An aside is treated without distinction by pianist Martin and shivers away.		47--45--45--50 45--44--44--48
<b>KAY KYSER ORK</b> (Michael Douglas-Sue Bennett) Columbia 38713	<b>Wilhelmina</b> Douglas and Miss Bennett team to do a neat and bouncy job with this effervescent ditty from the coming "Whispering Angel" picture. <b>Tattler, Darlin' Angel, Honey, Baby</b> A bright two-tones treatment of a bouyant bit of Ruff spots Miss Bennett all the way amidst some boogie banding.		81--81--80--80 78--78--76--80
<b>ERLIE HIGGINS-THE COSTER MONGERS</b> Mercury 5379	<b>What-a-Ye-Doing Tonight, Dear</b> A simple gang-up item, delivered with cockney dialects flying free, could score if it ever gets started. <b>(A Paper Full of) Fish and Chips</b> Another gang-up item which has stirred some tails. It's silly enough to catch the tavern trade's action.		81--80--80--83 79--79--78--80
<b>MAE WILLIAMS-TOMMY REEVES</b> Crescent CR-624	<b>That Wonderful Man of Mine</b> Mae Williams shows to be a stork of considerable promise in this stitching of a familiar tune. <b>Talk of the Town</b> The canny pros in a Dinah Shore-like vein as she handles herself commendably like a happy, ever-revered bird-meat for the standard.		64--68--62--62 64--68--62--62
<b>MAE WILLIAMS-TOMMY REEVES</b> Crescent CR-627	<b>Don't Take Your Love From Me</b> Mae Williams does a warm, impetuous job with this lovely standard. She has a commercial quality which makes her much worth watching. <b>Sleep, My Child</b> The throb doesn't have much far material to work with but still manages to suggest a winnng way.		66--70--62--65 52--55--50--50
<b>ARMAND HUG</b> Capitol 863	<b>Dixie Rag</b> Circ recording which creates the effect of an ancient piano roll works in favor of this old-fashioned raptune flavoring of "Dixie" with Hug at the keyboard. <b>Huggin' the Keys</b> More of the same with an original bit of Hug high-jinks.		74--74--72--76 70--70--70--70
<b>RAY ROBBINS ORK</b> Capitol 861	<b>Baby, Don't You Say You Love Me</b> "Whatcha Amean" ballad is treated too brightly and destroys its effectiveness. Robbins sings pleasantly and in melody-like band also is ineffective. <b>I'll Take an Option on You</b> Robbins does an engaging job with an attractive Robin-Hulmer music idea.		59--58--58--60 66--68--65--65
<b>GEORGIA GIBBS</b> (Max Kaminsky's Dixielanders) Coral 5615V	<b>If I Knew You Were Comin' I'd've Baked a Cake</b> Her nibs makes a us a return to wax with an excellent, follow-up to the Eileen Barton original. Kaminsky's Dixielanders help keep the spirit at lively heights. <b>Stay With the Happy People</b> Miss Gibbs socke home an appealing, bright rhythm tune with an honest philosophical twist. Could be another "Happy You're Here."		87--88--86--87 84--85--83--83
<b>JIMMY DORSEY</b> (Kenny Martin) Columbia 38731	<b>When You Were a Tulip</b> The oldie is handled with all the ginger and spice which has helped J. D. sock home with two-bats. Kenny Martin sings a virile chorus. <b>Clap Hands</b> Derisivey saxes hold of another oldie and breathes refreshing new two-bat life into it as a sequel to the group's "Charley My Boy." Clara Hogan and Charlie Teasdale are featured.		77--78--76--78 86--86--86--86
<b>ARTHUR GODFREY</b> (Archibley Ork) Columbia 38726	<b>Makin' Love Ukulele Style</b> The "Ukulele" band of Arthur Godfrey delivery treats of a wimp of material with an amusing tongue-in-cheek reading. <b>If I Had You on a Desert Island</b> Arthur Godfrey-Jonette Davis are engaging enough wax couple but both are bogged down by pedestrian material.		77--77--75--78 71--71--70--72
<b>PEGGY LEE</b> Capitol 598	<b>Crazy He Calls Me</b> Peggy, not in top form, does a good enough turn a different and attractive ballad. The band arrangement doesn't help. <b>Them There Eyes</b> Sincerely for Lee fans and collectors is this easy-to-love, relaxed reading of a rhythm jazz classic.		77--79--77--75 72--75--72--70
<b>FRANK FROBA</b> Decca 24909	<b>On San Francisco Bay</b> An old-fashioned community sing type of song is treated rather agreeably in the gang-up with enemy's wood and piano trio keyboard work by Froba. <b>Put on an Old Pair of Shoes</b> The old Billy will face showing some signs of aging up. This old-fashioned flavored gang-up stitching could help send it on its way again.		75--75--75--78 81--82--80--82

(Continued on page 40)





ONE MILLION AND ONE, ONE MILLION AND TWO,  
ONE MILLION AND THREE...!

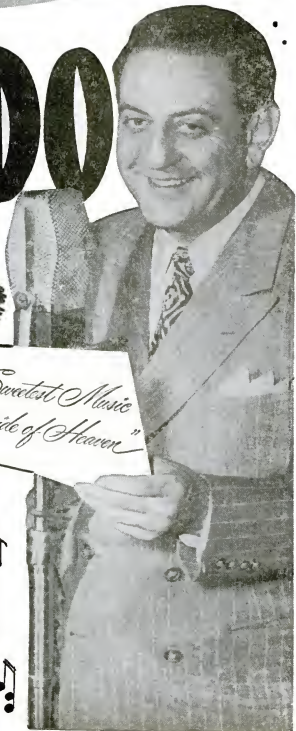
OPERATOR,  
"ENJOY YOURSELF"

COUNTING THE TAKE

*Guy* with

# LOMBARDO

and his Royal Canadians



Other Current DECCA Releases...

- 1
- 2
- 3
- 4

Raindrop Serenade  
La Golondrina  
Decca 24854

Cafe Mozart Waltz  
The Third Man Theme  
Decca 24839

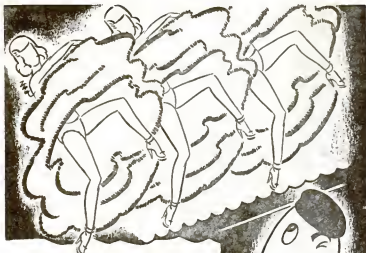
Song of the Islands  
Sweet Lailani  
Decca 24847

My Lily and My Rose  
Dearie  
Decca 24899

*"The Sweetest Music  
this side of Heaven"*

Appearing for the 20th Season  
**THE GRILL, HOTEL ROOSEVELT**  
New York, N. Y.

\*DECCA 24825 backed by  
"RAIN OR SHINE"



OO-LA-LA!

BILLY COTTON

AND HIS BAND



NO. 643  
 78 R. P. M.  
 75c plus tax

NO. 30069  
 45 R. P. M.  
 75c plus tax

**"THE FRENCH CAN-CAN POLKA"**

backed by

"OH NICHOLASI DON'T BE SO RIDICULOUS"

**LONDON RECORDS**

Record Reviews

(Continued from page 38)

RATINGS	OVER-ALL
RETAILER	DIX JOCKEY
OPINION	

ARTIST	TUNES	COMMENT
LABEL AND NO.	POPULAR	

JERRY GRAY ORK Decca 4912	Stormy Weather March Grey turns to one of his most effective Miller-style caravans in this persuasive treatment of the standard, done as a "Louis Blues March" from out of the army book of the late Miller.	86--87--85--85
LIONEL HAMPTON ORK (Irene Curry) Decca 24911	The Carioca Sensationalist dance slicing of the oldie in the Miller tradition should please more a spinner and earn coin both for sons and rendition.	78--82--76--76
DIZZY GILLESPIE Capitol 692	I'll Never Be Free Miss Curry loses her opening effectiveness as this edition of a promising blues and rhythm ballad progresses. Hamp spins off a few fine bars on his wibe.	74--74--72--77
HERB KERN Decca 24913	How You Sound Senny Parker does a reasonably able job with a rather insane chunk of material.	66--69--64--64
MICKEY & MARY CARTON Decca 12276	Carambola Dre and Dick not knock out a tasty, swinging funk of change. So de approaches the commercial hot formula here by being ferv.	75--78--74--73
KITTY KALLEN (Mitch Miller Ork) Mercury 5367	Honeysuckle Rose Dynamic Little Joe Carroll, bursting with spirit and humor, lives and steals a hot reading of "Honeysuckle." Could reach niceties.	80--80--80--80
JAN AUGUST Mercury 5364	Spaghetti Rag Ragtime oldie has been showing life via Jack Fine's piano-erking, gets a thumping organ rendition here.	75--75--74--76
FREDDY MILLER King 15024	Down Home Rag Another ancient and even more familiar rag is brightly organ-led here.	72--72--70--74
DICK TODD (Jerry Packer Chorus-Eddie Miller Ork) Rambow 40000	The Road by the River Simple waltz strip evokes echoes of Eric. Mary Curtin pipes prettily to an old-fashioned band backing. Okay for Irish nudes.	70--66--70--74
ED FARLEY'S ORK Decca 6-222	Take This Message to My Mother Another Irish ballad, this one a few-er-bar about mama all alone on the wild side.	70--66--70--74
THE GLENN BROWN TRIO Coronet 500	Willya, Won'tcha Recently dirty may be cute, not winds up in utter confusion as presented here. Thrash warbles both the boy and girl choruses.	50--50--50--50
KEN GRIFFIN Rondo R-222	Mother, Mother, Mother, Pin a Rose Ment arrangement of one ancient children's ballad is pleasantly projected by Kitty Kallen end easy swinging etc. Could arrive.	82--82--82--82
AMES BROTHERS (Roy Ross Ork) Coral 40184	Wunderbar The metallic "Kick Me Katie" waltz is keyboarded in straightforward, attractive style. Should be like her life in this one, with rhythm accompaniment solidifying the base.	75--73--73--78
BOB FLANNERY-PHYLLIS BROWN Capitol 694	Ceardas The familiar blues melody is set ad in rumba rhythm, in typical August style.	72--72--71--75
	It Isn't Fair Crazy dance rendition of the second oldie, with art, playing in a modified Hal Kemp style. Male vocal is not up to snuff.	70--70--70--70
	You're Just a Little Different Lighly airy shuffle leaving, with touches of the Kemp style. Tune is pleasant rurally ballad. Fem vocal in rest strong.	73--73--73--73
	You're In Love With Everyone Tasty treatment of a sentimental waltz of much attraction should draw big attention. Thoughtful production does it's a winner.	87--85--85--88
	She's My Easter Lily Lukin-lukin-dance ditty makes a strong bid for the limited coin which is available for the Easter holiday. In-enthusiastic.	84--81--83--84
	The Wrester's Song, Parts I & II Obviously designed to catch some coin which may be laying around because of video's recreation of wrestling as an attraction. It's a silly effort. Parts I and II are identical—the intent being that joke box ops will need this one more than anyone else.	53--50--50--60
	Buton Up Your Overcoat Accomplished piano-vibes-base unit tosses off the oldie in neat, danceable jazz style, with a somewhat stilted organ vocal chorus.	67--70--66--66
	I Never Knew Highly musical, modern jazz dispensing here, question is where the market exists for such non-name fare.	65--68--64--63
	Musical Musical Music Organ version of the hit, without vocal, could pick up coin where perfect tempo ditty are favored.	74--74--73--74
	Jumping Beans Slipshod-slipshod polka novelty should stimulate organ addicts. Tempo is bright.	75--75--74--76
	Sing Until the Cows Come Home Rearing drinking song is in the pop-polka tradition. A catchy, shaly affair.	75--75--74--76
	(FBI) Bring Her Out Again Frenzy, can-canny polka provides what could be another big one for the lads. A little Oldie is thrown in too.	87--87--87--87
	Second-Hand Heart Country-pop tune has a sharp, double-edged appeal in this pleasant old rendition, the hit beam toward the country side.	76--76--76--77
	We Got Along So Good Together Bright new Flips Tillman novelty is done fairly straight by the duo, and some fine steel guitar helps.	77--77--77--77

(Continued on page 116)



*One*

*...for the money (ARE YOU LONESOME TONIGHT)*



*Two*

*...for the show (PENNY WISE and LOVE FOOLISH)*



*Three*

*...to make ready (2 Smash Hits on 1)*



*Four*

*...to go (Yes, Get a Box Full of...)*

*Blue*

# BARRON'S

great recording...

# "ARE YOU LONESOME TONIGHT"



*and*

PENNY WISH AND LOVE FOOLISH

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## The Billboard MUSIC POPULARITY CHARTS

### Record Possibilities

PART  
IX

#### THE BILLBOARD PICKS:

The opinion of The Billboard music staff records listed below are most likely to achieve popularity as determined by entry into best selling most played or most heard features of the Chart.

SWAMP GIRL.....Frankie Laine.....Mercury 5390

Laine should reap another harvest with this impressive, powerful vehicle. Harry Geller's writing lends a touch of the mysterious to the exhilarating proceedings. His may not have the immediate impact of a "Blue Train" but it figures to rack it up heavily in the long run.

WHY DO THEY ALWAYS SAY NO?

THE PIANO ROLL BLUES.....Lawrence ("Piano Roll") Cook and the Jim Dandies.....Abbay 35003  
Cliff Steward and the San Francisco Boys.....Doral 40177

The "Piano Roll" was due for revival in this era of revivals. This spontaneous, rickicking pairing should do the trick. "Toy Top" is a gay, gangling tilt with an infectious spirit, and a gangling side and center harmony which should score. "Biff" has more of that tone, but no time floor. The Abbey in the original, kicking and has the guts and drive which could make a hit for the inst. Doral's is an excellent bit of fast-action overage.

WILHELMINA.....Freddy Martin Ork.....Victor 20-3693

The catchy novelty ditty from the "Wahwah Avenue" flick gets a crisp, sparkling arking and bangy warbling from Mew Griffin and group. Other warblers of this tune worthy of attention are Danny Kaye's (Decca) and Jan Garber (Capitol).

CANDY AND CAKE.....Arthur Godfrey.....Columbia 38721

Assisted by the Chordettes and Archie Beyer ork, the comball Casano does an infectious job on this catchy novelty trifle. Tune was started by Minky Carson's Victor etching, which shows signs of arriving.

#### THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune disk jockeys think tomorrow's hit will be.

1. ROULETTE.....Tony Martin.....Victor 20-3695  
2. CRYSTAL STAR.....Rose Winter Miller.....Victor 20-3697  
3. I ALMOST LOST MY MIND.....Frank Warren.....Victor 20-3686  
4. GOD'S COUNTRY.....Vic Damone.....Mercury 5374  
5. WILHELMINA.....Freddy Martin.....Victor 20-3693  
6. ODDY'S LITTLE GIRL.....Billie Beuchler.....Decca 24872  
7. DID ANYONE EVER TELL YOU U.S. AIRPORT?.....Perry Como.....Victor 20-3688  
8. I DON'T WANTA BE KISSED.....Coke-Cole-Ray Noble Ork.....Columbia 38639  
9. SUNSHINE CAKE.....Henry Crabb.....Decca 24875  
10. SILVER DOLLAR.....Johnny Long.....King 15035

#### THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the record retailer thinks tomorrow's hit will be:

1. ROULETTE.....Tony Martin.....Victor 20-3691  
2. CANDY AND CAKE.....Arthur Godfrey.....Columbia 38721  
3. BEYOND THE SUNSET.....Jo Stafford and Gordon MacRae.....Capitol 808  
4. SUNSHINE CAKE.....Bing Crosby.....Decca 24875  
5. SILVER DOLLAR.....Johnny Long.....King 15035  
6. THE THIRD MAN THEME.....Guy Lombardo.....Decca 24839  
7. GOD'S COUNTRY.....Frank Sinatra.....Columbia 38700  
8. WITH MY EYES WIDE OPEN THE DREAMING.....Bob Sneyd.....Decca 24887  
9. WE'LL BUILD A BUNGALOW.....Larry Green.....Victor 20-3624

#### THE OPERATORS PICK:

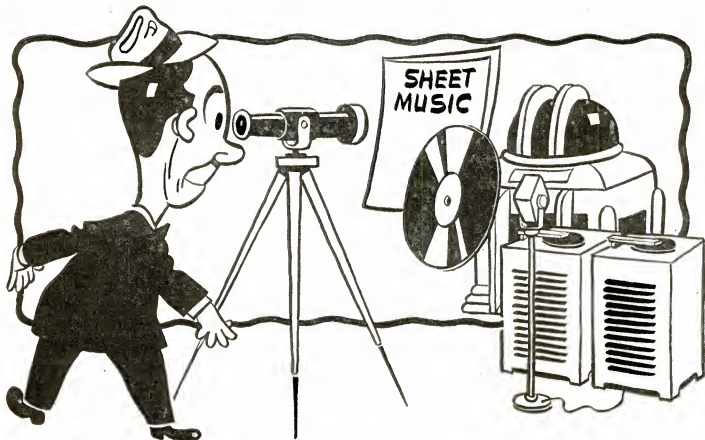
PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what tune the juke box operators think tomorrow's hit will be:

1. CANDY AND CAKE.....Mindy Carran.....Victor 20-3681  
2. WILHELMINA.....Freddy Martin.....Victor 20-3693  
3. CANDY AND CAKE.....Arthur Godfrey.....Columbia 38721  
4. SPAGHETTI RAG.....Hew Felt.....MGM 10010  
5. PETER COTTONTAIL.....Mervin Shiner.....Decca 46223  
6. THE THIRD MAN THEME.....Hoop Winchhalter.....Columbia 38706  
7. DEARIE.....Evel Werman-Ray Bolger.....Decca 24875  
8. DEARIE.....Jo Stafford-Gordon MacRae.....Capitol 1856  
9. PETER COTTONTAIL.....Johnny Lee Willis.....Bullet 700

#### THE COUNTRY & WESTERN DISK JOCKEYS PICK:

PICKS that appear for three consecutive weeks or three times within a six-week period will not be repeated below. Based on a weekly survey among them on what the Country & Western Disk Jockeys think tomorrow's hit will be:

1. PETER COTTONTAIL.....Johnny Lee Willis.....Bullet 700  
2. DADDY'S LITTLE GIRL.....Ray Smith.....Columbia 20670  
3. RUST.....Johnny Wakely.....Capitol 40283  
4. PETER COTTONTAIL.....Mervin Shiner.....Decca 46223  
5. BLOODSHOT EYES.....Ann Jones-Smiley Rogers.....Capitol 804  
6. I ALMOST LOST MY MIND.....Floyd Tillman.....Columbia 20679  
7. THE GOOS WERE ANGRY WITH ME.....Margaret Whiting-Jimmy Wakely.....Capitol 800  
8. HILLBILLY FEVER.....Remy Roberts.....Coral 46032  
9. THE TOUCH OF GOD'S HAND.....Jimmy Wakely.....Capitol 40283



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*Every week The Billboard conducts a continuing SURVEY of disk jockeys, record dealers and juke box operators. Ten different questionnaires are used. More than 10,000 are mailed. Popular, kiddie, classical, folk as well as rhythm and blues are represented.*

There's nothing secret, but everything is sacred where accuracy is concerned in The Billboard Pop Charts. The "fine print" above each chart tells where and how it is compiled. Read it some time.

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# GOD'S COUNTRY

M-G-M RECORD #10652

**M-G-M RECORDS**

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► THE FIRST RECORD PLAYED . . .  
► THE FIRST RECORD RELEASED . . .  
ON THE CURRENT HIT SONG  
(If I Knew You Were Comin')

"I'D'VE BAKED A CAKE"

WAS THE

**AL TRACE RECORD**  
ON COLUMBIA

GET THE ORIGINAL AL TRACE COLUMBIA (#3870)

**Billboard**  
MUSIC POPULARITY CHARTS

PART  
X

## Advance Information

### ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

#### POPULAR

**Barney Allen Piano Highlights Album—B. Allen** (379)  
Cap(45)CCF-393 (33H-191)  
Bey In The Doghouse  
Coma  
Green Eyes  
Night and Day  
Tea for Two  
The Peanut Vendor  
Alouette  
R. Chery (You Must) Cap(78)895 (45)F891  
Another Kiss  
E. Young-C. Ferré (Dini Tuli) London 620  
As We Are Today  
V. Schen (Truly) Dec 24919  
Ask Me No Questions  
Crosby-Andrew Sisters-V. Schen Orl (Lack, Stock) Dec 24942  
Ask Me No Questions  
M. Weiss-The 4 Stars (I've Got) Coral 60372  
Autumn in New York Album—J. Stafford-P. Weston Orl  
Cap (45)CCF-397 (E33H-197)  
Almost Like Being in Love  
Autumn in New York  
If I Loved You  
Make Believe  
Smoke Gets in Your Eyes  
Through the Years

The following abbreviations are being used throughout the list of Advance Record Releases:  
Cap—Capitol  
Col—Columbia  
De—Decca  
Mer—Mercury  
V—Victor  
All other labels will continue to be updated.

Where 78, 45 and 33 1/3 (L.P.) numbers are listed, the speed in revolutions per minute preceding the record number. For example: V 78 28-184 (45) 47-234, etc.

Baby, Won't You Say You Love Me  
N. (King) Cole The Starlighters (I Almost) Cap(78)899 (45)F889  
Baby, Won't You Say You Love Me  
A. Eckstine MGM 30643  
Baby, Won't You Say You Love Me  
C. Fitzgerald-S. Ellner (George G) Dec 24937  
Baby, Won't You Say You Love Me  
H. Jeffries (Flying Dutchman) Cap 38738  
Banana  
B. Farrell (It Isn't) MGM 10637  
Beautiful Isle of Somewhere and Beautiful Broken  
-Hearted  
F. LaRue (Beyond the Dec 24935  
Beyond the Sunset and Show! You Go First  
-Time (Beautiful Isle) Dec 2493  
Blue Sunset Belle  
A. Wallace Kirk (Kiss Me) Gil-Edge 5005  
Blue Prelude  
J. Hines-Brothers (Sittin' on the) Coral 60373  
Blues in Buff  
S. Kenton Orl (Mardi Gras) Cap(78)888 (45)F888  
Bouncing Ball Boogie  
Sugar Child Robinson (Say, Little) Cap(78)897 (45)F897  
Brazilian Brown Mercurio-Round  
J. E. S. Stone (We Were) Coral 60362  
Calling You  
M. Miles (E-A-S-T-E-R) MGM 10644  
Candy and Cane  
M. Ellen Quartet-B. B. Scott (Dearie) MGM 30654  
Candy and Cane  
O. Knight (You'll Live) Dec 24943  
Dread in Your Heart  
A. B. Col-R. Case (No Love) Admiral 3003  
Cigarette Smoother  
M. Young (Sweet Day) Richmond 348  
Cinderella Walk Song, The  
J. Valentine-S. Ramin (I'd Like) MGM 10657  
Confidentially  
D. Kaye-Sweetie-Ork (Paper Full) Dec 24945  
Cry of the Wild Goose  
A. Mooney Orl (Flying Dutchman) MGM 10651  
Daddy's Little Girl  
J. Diamond-T. Mottola Orl (Dream) at MGM 30658  
Dance Time Album—J. Garber-R. Anthony Orl Cap(45)CCF-399 (E33H-199)  
Catalina Bounce  
Diana  
I'll See You in My Dreams  
My Dear  
Slider  
Soul Shoe Shuffle  
Stardust  
Yesterday

Dann It, Baby—That's Love  
T. Martin-W. Warriner-H. Bone Orl (That We) V78)20-3710; (45)47-3243  
Dearie  
M. Ellen Quartet-B. Scott (Candy) MGM 30654  
Frank DeVol Concert Originals Album—F. DeVol Orl  
Cap(45)CCF-398; (33H-198)  
Inspiration Point  
Instrument Factory  
Lotta Maxtone  
Miles@p  
Southwest Territory  
Street in Manhattan  
Diamonds Are a Girl's Best Friend  
J. Harney (Enjoy Yourself) MGM 10650  
Don't Cha Go, 'Til You Mad  
E. Washburn-Warner (Baby Won't) Dec 24917  
Dream a Little Dream  
J. Diamond-T. Mottola Orl (Daddy's Little) MGM 30658  
E-A-S-I-E-R \*  
M. Miles (Calling You) MGM 10644  
Embraceable You  
K. Cole Trip (It's Daily) Cap(78)883 (45)F883  
Enjoy Yourself  
H. Young (Diamonds) MGM 10650  
Erica Felice Cocktail Time Album—E. Felice Quartet (3-7)  
Cap(45)CCF-392; (E33H-192)  
Crimson Moon  
Dream a Little Dream of Me  
Low Life or Leave Me  
D. Sile Mio  
Solitude  
Smiling  
Floppy  
T. LaRue (Paper Cotton) Dec 60304  
Flying Dutchman, The  
H. Jeffries (Baby, Won't) Cap 38738  
Flying Dutchman, The  
A. Mooney Orl (Cry at) MGM 10651  
Free  
B. Eckstine, (Baby, Won't) MGM 10643  
God's Country  
B. Farrell-R. Case (Spring Made) MGM 10652  
God's Country  
P. Harris-W. Schard Orl (Lazy River) V78)20-3708; (45)47-3241  
Benny Goodman 1942 Parade, Vol. 11 Album—B. Goodman Orl  
Col (33) CL 6100  
After You've Gone  
Honeydick Rose  
How Long Has This Been Going On?  
Let's Dance  
On the Alamo  
Perfidia  
Piano Ridge  
You Brought a New Kind of Love to Me  
Hoff 'n' Home, Is All You Laid Me  
-Down (Sittin' on the) Coral 60365  
Happy Go Lucky Polka  
Six Fat Dutchman (Moonbeam) V78)25-1151; (45)35-6078  
Heart of My Heart  
M. Dee-Silver (When I Command) Sings  
Hey, Baby, Get Out of the Tub  
G. Moon-Moore Men (2ing-a-Zing) MGM 30653  
Horse Tail Me, The  
D. Day-H. Bone Orl (There's an) V78)20-3707; (45)47-3240  
How Can You Buy Killarney  
C. Dennis (Patsy Fagan) Cap 871  
How Come You Do Me Like You Do?  
H. Lerner's Love Louvers (Washington and) Cap(78)884; (45)F884  
How Deep Is the Ocean  
M. Whiting-P. Weston (It Might) Cap 874  
I Almost Lost My Mind  
H. Jeffries (Coke (Baby, Won't) Cap(78)889; (45)F889  
I Don't Know Whether To Laugh or To Cry  
Dear You  
P. Brito (Memories of) MGM 30649  
I Don't Wanna Be Kissed  
R. Mottola Orl (Three Wads) V78)20-3709; (45)47-3442  
I Will Love You Forever  
J. Arnes (Gave My) London 615  
I Wish I Could Shimmy Like My Sister Kate  
The Rev. Elvies (Daughter!) Rap) London 612  
I Wish I Had a Sweetheart  
H. Heit-R. Kemper (I'm at) Col 38743  
I'd Like to Wrap You Up and Put You in My Pocket  
J. Valentine-S. Ramin (Cinderella) MGM 10651  
If You Can't Get a Dream—W. Boom-Boom  
Bob Crosby (When My) Coral 60373

If I Knew You Were Comin' I'd've Baked a Cake  
E. Morton (W. Warner) (E's) Sol Dec 24944  
I'll Never Get Tired  
H. Luster (Tale's) Cap 874  
It's a Little Togo  
H. Heide-R. Kemper (I With) Col 38743  
In a Cheery Garden  
G. Swearing (Chick) C & 2: MCM 10447  
Innovations in Modern Music Album—S. Kenton  
Cap (78)DC-189(337-189); (45)MCM-189  
It Goes in One Ear and Out the Other  
L. Mendi's To-Tones (Whole Arts) London 613  
It Isn't Fair  
B. Farrell (Rambou) MGM 10637  
It Might As Well Be Spring  
M. Whiting-P. Weston (How Deep) Cap 874  
It's Only a Paper Moon  
K. Cole Trio (Embraceable You) Cap(78)883;  
(45)F83  
It's So Nice To Have a Man Around the House  
—R. Morgan (I'm) (I) Dec 24944  
I've Got a Heart Filled With Love  
M. Tilson (The) Coral 61172  
June Ewe  
P. Moore (Moonlight) Discovery 121  
Sue's Millionaire Album—S. Kenton Ork  
(4-7)  
Cap(45)CCP-140; (53)H-190  
Artistry Album  
Artistry in Rhythm  
Collaboration  
Concerto To End All Concerts  
Intermission Riff  
The Peanut Vendor  
Kiss Me Honey, Kiss Me  
A. Wallace Ork (Blue Bonnet) Gill-Edge 5009  
La Vie en Rose  
M. Marrow (When We're) MGM 30227  
A Vie en Rose  
P. Weston Ork (Les Feuilles) Cap(78)846; (45)-  
F890  
Lazy River  
P. Harb-W. Schard Ork (God's Country) VT81-  
20-3708; (45)47-5241  
Les Feuilles Mortes  
P. Weston Ork (La Vie) Cap(78)890; (43)F890  
Little Jug  
L. Pugh Ork (Rain) Dec 24950  
Lock, Stock and Barrel  
—C. Anderson-Stiers-V. Schen Ork (Wak  
Me) Dec 24942  
Lou Lingo  
A. Wallace (Tale Carol) Gill-Edge 5004  
Mardi Gras  
S. Kenton Ork (Blue) Int Cap(78)888; (45)-  
F888  
Mary Lou  
S. Henderson (Sunday, Monday) Cap(78)881;  
(45)F881  
Memories of Santa Lucia  
P. Brito (I Do) MCM 18649  
Mimberly Jays  
P. West (Guitar) Wilds Cap 873  
Moonbeam  
Six Fat Dutchmen (Happy Gal) VT8125-1151;  
(53)S1-9056  
Moonlight  
P. Moore (June Ewe) Discovery 121  
Mother, Mother, Mother (Oin a Rose on Mal)  
T. Arden (Fate) Col 38729  
My Lily and My Rose  
J. S. S. (Sally) (Off) (I) 80709-9  
No Love Here  
D. Call-R. Case (Chapel Int) Admiral 1803  
Old Piano Roll Blues, The  
L. Cook-J. Danfield (Why Do) Abbey 15003  
Once Upon a TV  
Raymond (Amstantial Mel) Dec 42141  
One! Two! Three!  
E. Young-C. Ferré (Another Kiss) London 620  
Pansalade Ray  
J. Byrd (Steel Guitar) Mar 6241  
Paper Fall of Fish and Chips, A  
—R. Morgan-V. Schen Ork (Confidentially) Dec  
24945  
Papaioan Polka  
M. Katz (There's a) Cap 869  
Patsy Fagan  
C. Donnie (How Cool) Cap 871  
Parade  
R. Morgan (Piano) Del Dec 23474  
Peter Cottontail  
F. Turner (Flappy) Dec 80034  
Piano Brilliant Album—C. Reyes Ork  
Cap(45)CCP-194; (53)H-194  
Adios  
Los Hijos de Buda  
Lark Lane  
Lover's Dance  
Rhythm Rhaphody  
Variations in D Minor  
Pianoing del Mar  
R. Morgan (Parade) Dec 25474  
Rain  
T. Arden (Mother, Mother) Col 38739  
Rain  
L. Pugh Ork (Little Jug) Dec 24950  
Ranaler Wild  
P. Hill (Millenium) Jaysl Cap 873  
Samba Album  
C. Reyes Ork Cap(78)CC-171; (53)H-179; (45)-  
CCF-171  
Say Little Girl  
Sugar Chills Robinson (Bouncing Ball) Cap (78)-  
8797; (45)F897  
Send me Your Goodnight and Here You Come Today  
—C. Donnie (Liberty) Brunswick 60134  
Sentimental Me  
Ames Brothers (Blue Prelude) Coral 60173  
Sentimental Me  
Ray-O-Vacs (Once Upon) Dec 42141  
Shim De Harvest Moon  
Garwood (Vio) (When the) Modern 202  
Spring Made a Foot Out of Me  
B. Farrell-R. Case (God's Country) MCM-  
10652

Shorty George  
—C. Donnie (Sent for) Brunswick 60134  
Some Day I'll Get Lucky  
M. Young (Cigarettes) Richmond 148  
Spathelli Rag  
The New-Edites (I With) London 612  
Stars Are the Windows of Heaven  
H. Brandon (You Corl) London 686  
Steel Guitar Rag  
J. Byrd (Pansalade Ray) Mar 6241  
Superstar Rag  
A. Lund (Whisper) MCM 10648  
Sunday, Monday  
—Henderson (Mary Lou) Cap(78)883; (45)  
F881  
Sure Thing  
Y. Arnes (I With) London 613  
Symphony of Spring  
R. Case Ork (With My) MCM 10644  
Take Care, Take Care of My Heart  
A. Wallace (Lou Linda) Gill-Edge 5084  
That We In Me and You  
T. Marnoff-V. Warren-H. Rame Ork (Dern IU  
VT8120-3710; (45)47-3243  
That's A Plenty  
M. Lutzer (I With) Cap 878  
There's a Hole in the Iron Curtain  
M. Katz (Papaioan Polka) Cap 869  
There's an "X" in the Middle of These  
D. Day-E. Hagan Ork (Glorie Told) VT818-  
3707; (45)47-3240  
Third Man Theme, The  
R. McKinley Ork (I Do) VT81820-3709; (45)-  
47-3242  
Tully  
—Hudson (As We) Dec 24919  
Gypsy Tulpas Salon Orchestra Album—G. Tsi-  
pino (3-7)  
By Heck  
Cap(45)CCP-194; (53)H-194  
Fiddle Faddle  
Manhattan Serenade  
Songs My Mother Taught Me  
The Man on the Flying Trapeze  
Waltz  
Walt Disney Songs Album—J. Smith-F. DeVol Ork  
(3-12)  
Cap. CC-3057  
Waltz  
S. Kave (Bicycle Song) VT8120-3686; (45)47-  
3203  
Washington and Lee Swing  
N. Lamure's Love Lovers (How Cool) Cap  
(78)894; (45)F894  
We Were Married  
J. A. S. Sirele (Broken Down) Coral 60162  
We Got Along So Good Together  
A. Flannery-F. Brown (Good-Hand Heart) Cap  
874  
Paul Weston Conducts Chopin, Debussy and Ravel  
Album—P. Weston Ork  
Cap(78)CC-174; (53)H-184; (45)CCP-174  
Paul Weston Listening Album—P. Weston  
Ork  
Cap(45)CCP-195; (53)H-195  
Do You Ever Think of Me?  
Celine (Chopin)  
Intermezzo  
Lovers  
My Moonlight Madonna  
Swedish Rhaphody  
What-a-Yeah-Yeah Tonight, Dear  
E. Igg-m-The Carter Hangers (Fish and) Mer  
5379  
When I'm Alone  
L. Witt (Why Is) Mer 5161  
When I Lost You  
M. De-Silver (Heart of) Command 5013  
When My Sugar Walks Down the Street...  
Bob Crosby Ork (I) Vocal Coral 60171  
When the Slogach Rascals Hearns  
Garwood Van (Shine and Modern) 202  
When We're Dancing  
M. Marrow Ork-D. Dame (La Vie) MGM 30227  
When You Look in the Heart of a Shaverock  
O. Martin (Kilmarry) Int Dec 12279  
When You Were a Toddler  
J. Dorsey (Clap Hands) Col 38731  
When Arms Are You in Touch  
L. Mendi's To-Tones (I'm Gone) London 619  
Why Do They Always Say "No?"  
L. Cook-J. Danfield (Old Piano) Abbey 15003  
Why Is It  
L. Witt (What Are) Mer 5181  
Whitemini  
A. Lund (Sugarfoot) MCM 10648  
Whitemini  
M. Kner (Tortise, Darlin) Col 38713  
Willya Woolcha  
K. Kaiten-M. Miller Ork (Mother, Mother) Mer  
5367  
Tendy Wilson and His Piano Album—T. Wilson  
(3-16)  
Cot(31)CC-4098  
Body and Soul  
Chine Boy  
I Can't Get Started  
I Know That You Know  
Rhythm  
Smoke Gets in Your Eyes  
Then There Eyes  
Then There Feet  
With My Eyes Wide Open, I'm Dreaming  
R. Case Ork (Symphony at) MCM 10644  
Woman Lies To Be Told, A  
W. KPM (I'm) (I'm) Dec 24943  
Wonderful  
J. August (Circles) Mer 5364  
You Are My One True Love  
L. Witt (Choccolat Polka) Mer 5377  
You Are My One True Love  
D. Jansen Ork (Show of) Col(78)38723; (53)-  
11  
You Can't Stop Me From Dreaming  
H. Brandon (Stars Are) London 606



by  
JIM MOREHEAD AND JIMMY CASSIN

Recorded by

**Ames Brothers** Coral 60173  
**Ames Brothers** Coral 60140  
**Ray Anthony** Capitol 923  
**Ken Griffin** Rondo 213  
**Martha Lou Harp** Rondo 215  
**Vic Anthony** Rondo 215  
**Martha Lou Harp** Autograph 813  
**Vic Anthony** Dana 2074  
**Billy Mayo** Decca 24904  
**Russ Morgan** Decca 48141  
**Ray-O-Vacs**

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**KNICKERBOCKER SONGS INC.**  
 1619 Broadway, New York 19, N. Y.

New York HAYDN BROUGHTON, Hollywood HERB WALD

(Continued on page 128)

**KING RECORDS**  
**PARADE OUTS**  
 POPULAR

- ★ **JOHNNY LONG**  
 15035 Silver Dollar Dixie  
 15018 We'll Build a Burgalow Skirt  
 ★ **SISTER SLOCUM**  
 15026 Is De Avian  
 15032 Don't Ering Me Pories Wharlin Boogie  
 ★ **FREDDY MILLER**  
 15034 It Isn't Fair  
 You're Just a Little Different  
 15031 Row, Row, Row I Can't Make You

**HILLBILLY-WESTERN**

- ★ **WAYNE RANEY**  
 840 I Feel a Streak of Love Coming On Del Rio Boogie  
 ★ **MOON MULLICAN**  
 830 I'll Sail My Ship Alone Moon's Tune  
 ★ **HANK PENNY**  
 828 Bloodshot Eyes I Was Satisfied  
 ★ **HAWKSHAW HAWKINS**  
 838 Wanted Someone To Love Me There's a Teardrop in Your Eye  
 ★ **COWBOY COPAS**  
 846 Open Door—Open Arms More Precious Than Silver or Gold  
 ★ **ZEB TURNER**  
 833 I Love These Blues Dolly Dimples Dance  
 ★ **DELMORE BROTHERS**  
 826 Troubles Ain't Nothin' But the Blues  
 809 An American Boogie  
 802 Blues, Stay Away from Me  
 801 Back to the Blue Ridge Mountains

- ★ **YORK BROTHERS**  
 852 Cravy Train  
 853 Take a Number  
 ★ **CLYDE MOODY**  
 837 I Love You Because Afraid

**SEPIA-BLUES**

- ★ **BULL MOOSE JACKSON**  
 4335 Meet You Go Not Until You Came My Way  
 ★ **IVORY JOE HUNTER**  
 4326 I Quit My Pretty Mama  
 4320 Guts Who Landlord Blues  
 ★ **TINY BRADSHAW**  
 4337 Teardrops  
 4338 Crazy Train  
 ★ **JOE THOMAS**  
 4339 When-a-Lam Arility in Moods  
 4299 Page Boy Shuffle Teardrops  
 ★ **LONNIE JACKSON**  
 4336 Confidant  
 Blues, Stay Away from Me

- ★ **WYNONIE HARRIS**  
 4330 Sittin' on It All the Time Baby, Shame on You  
 ★ **SPIRIT OF MEMPHIS QUARTET**  
 4340 Days Passed and Gone Blessed Are They Dead  
 ★ **EDDIE "CLEANHEAD" VINSON**  
 4331 I'm Gonna Whip Your Clock I'm Weak, But Willing

**KING RECORDS**

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Album and LP Record Reviews**

The large bubble number in each review is the retail rating. This rating is assigned on a maximum of 100 points, and is subject to change. Maximums are based on the popularity of the music trade now being conducted. Box operators or disc reviewers are invited to comment on the separate headings within each review.

**THE RATES**  
 (100 points—the maximum)

90-100	.....top
80-89	.....excellent
70-79	.....good
60-69	.....satisfactory
50-59	.....fair

**R. STRAUSS: BUREAUQUE IN D MINOR** FOR PIANO AND ORK AND P. LISZT: CONCERTO FOR PIANO AND G. Muench-Munich Broadcasting Symphony  
 Alfred Ormsel, Cond. and R. Schmid-Munich Broadcasting Symphony Ork-Hans Ruband, Cond. (12-12\*)  
 Vox Folder (33) LP 4110

The Bureauque was an early work of Richard Strauss and is a greatly neglected tour de force. It is as often a study and rhapsodic spot full of the singer and spick of youth. It certainly is not a major Strauss work but it has plenty of it which makes it a most interesting and enjoyable work. Strauss, who shows a Brahmsian influence in parts of this work, manages to convey some of the greatest music ever written to his more mature and greater efforts. The bold use of symphonic served as a signal that there was a composer who was not content with convention in time. The work is performed splendidly and the recording is technically superb. The List concerto and his "Bourneque" is the same strong fibre which figures in his second concerto but it runs in similar lines of competition. It is played in a most convincing manner, actually it is constructed in the nature of a symphonic poem. In spite of the fact that it was originally written for orchestra, it still is a representative virtuosic test for a pianist. Strauss makes a convincing case of it. Also beautifully recorded.

**JUKES**  
 Nil suitable. "Bourneque" is only available version and List is good. Fine library stuff.

**CHOPIN: RONDO FOR PIANO AND ORK AND SCHUMANN: SONNETS—R. 74**  
 Arnold-Ormsel, Cond. and Alfred Ormsel-Munich Broadcasting Symphony Ork-Garner Gorchel, Cond. (12-10\*)  
 Vox Folder (33) PL 3700

Certainly long-play has opened the door to expand the recorded classic catalog as it has never been before. An example is this sliding which pairs two comparatively obscure works of a couple of popular composers. The Chopin Rondo, subtitled "Krauswiesl" for the spot of a folk dance derived from the Polish city of Krakow, is a full-bodied piece which is basically a diaphanous work for a pianist. It was first intended and as such it possessed of a great deal of vigorous points and much that is interesting and beautiful. This is a first recording of the piece. The Schumann was written in a period when the composer was ill and languid in the department of his "Bourneque" music and his "Bentham" symphony. It is a rarely played work, it contains much that is meretricious and as such it is a very good example of a number of obvious weaknesses and faults. The music, the it is not of a major import, possibly the same kind recorded and excellent recording. Both the best known of this composer's writings. Both works are recorded extremely well and are performed splendidly and ably.

**JUKES**  
 Nil suitable. Off the beaten track spot, well recorded and being in the library.

**HONKY-TONK PIANO—Marvin Axi—"Pro-Fessor" Lou Busch-Ray Turner (10-10\*)**  
 Capitol CD-107

Three able composers of the ancient and honorable art of ragtime piano offer two sides each. "Pro-Fessor" Busch does Zee Zee's "Kitten on the Keys" with a jaunty and grasp of the idiom that might have been acquired in a Yukon setting. Ray Turner does "The Entertainer's Rag" great drive and evidence and Ray's "Jim Jam" with equal zest. Marvin Axi offers the "Midway East" and "Midway West" in the honky-tonk style that shows class in the comparatively modern "New York" style of James P. Johnson and Fats Waller. For the best of ragtime piano, a good bet; for the record buying public-at-large, a curiosity that could make some dent in this era of "Music, Music, Music" and "Rag Map."

**JUKES**  
 Good fare. Fans, Spinners might like for novelty aspect.

**THE CATEGORIES**

1. Production Idea	.....	Max. Pts. 15
(Including selection continuity)	.....	
2. "Name Value" Factor	.....	15
3. Calliber of Material	.....	15
4. Manufacturers' Distribution Power	.....	10
5. Executive Ability	.....	10
(Record company and other advertising promotion, film, leaflet and other plans)	.....	
6. Interpretation	.....	15
7. Record Quality	.....	15
8. Manufacturers' Production Efficiency	.....	5
9. Packaging	.....	10
(Art work, binding, wrapping)	.....	

**AMERICAN NATIONAL THEATER AND ACADEMY ALBUM OF STARS—Helen, Fredric, Fredric, March-Florence Elvidge—Ena Lu Gallimore-John Gielgud (6-12\*)**  
 RCA Victor P-265

This is the first of a series of albums which are to be made as a source of revenue for AATA and which are aimed at helping to educate the public in things theatrical. Lovers of the theater will have a field day in these collections of recordings from the cream of the contemporary crop of stage presentations with the top exponents of the art, done in recordings. This first volume is worth the price if only for the two sides which are given to Helen Gielgud for a pair of readings from Shakespeare's "King Richard II." Not only is it the force of Gielgud's reading that makes these the best things in the album, but it also shows the ability and the most of Shakespeare's words which places these exerts head and shoulders above the rest. These include Helen Hayes from "The Sign of the Cross" and "Years Ago"; Fredric March and Florence Elvidge in scenes from "The Sign of the Cross" and "Years Ago"; Ena Lu Gallimore to some from Ibsen's "Hedda Gabler." This sort of stuff will prove desirable for schools. It marks a praiseworthy move to expand the current scope of the record business.

**JUKES**  
 Not suitable. For educational spots especially.

**SAMMY KAYE PLAYS IRVING BERLIN (8-7)**  
 RCA Victor P-265

Alexander's Ragtime Band; Blue Siles; How Deep Is the Ocean; A Pretty Girl is Like a Melody; Say It Isn't So; Always. Should be one of the big assets of the year, and a strong selling liberator. The commercial Mr. Kaye mixes the saccharine dream stuff with the bounce tunes, and it's always danceable. Talented warbler Tony Arno adds spice to three of the sides, while the rest are instrumental. Say it is a diet with Laura Leslie, Irving Berlin, of course, you're heard about.

**JUKES**  
 Practically any of 'em! You'll probably get these sides can fill a spare slot profitably.

**RALPH FLANAGAN PLAYS ROGERS (9-9)**  
 AFD HARMONETTE (3-10)

RCA Victor P-260  
 People Will Say We're in Love; The Surrey With the Fringe on Top; If I Loved You; Some Enchanted Evening; It Might as Well Be Spring; Oh! What a Beautiful Morning.  
 This one's likely to rate top with the teen-agers and college crowd. With Flanagan shaping up as the new idol of the young dance crowd, and with the record of his first 100 hits in 100 days, it's a steal. This, his greatest recording to date, is a masterpiece. This, his greatest recording to date, is a masterpiece. This, his greatest recording to date, is a masterpiece.

**JUKES**  
 Most sides rate a spot. Can stand frequent spot, when the kids programming.

**WAYNE KING PLAYS JOHANN STRAUSS (8-9)**  
 RCA Victor P-270

The Blue Danube; Victrola of Spring; Wine, Women and Song; Tams from the Vienna Woods; You and Your Heart.  
 Another sure-fire coupling of composer and performer. King's broad of waltzes emphasize the rousing with dramatic tempo and melodic line. As compared to the rousing, lilting Viennese style. Consequently, there's a big niche in the market for this collection. With some original and three-familiar melodies, plus the perfect danceability, this should prove one of the hardest standing releases of the year.

**JUKES**  
 All sides can be used ideal stuff for a dinner or a party. For the record buyer, practically any other kind.

(Continued on page 129)

**rides THE CREST OF THE WAVES WITH THESE NEW HITS**

featuring  
**BOBBY COLT**  
 The Fastest Rising Singing Star in the Country

"SCATTERED TOYS"  
 From Motion Picture "Catskill Honeycomb"  
 backed with "TANGO OF THE ROSES"  
 No. 1002

"NO LOVE HAVE I"  
 backed with "CHAPLET IN MY HEART"  
 with RUSS CASE ORCH. and CHORUS  
 No. 1003

"ME AND MY COUNTRY"  
 From Motion Picture "Catskill Honeycomb"  
 backed with "WHEN I HEAR YOUR NAME"  
 No. 1001

"HIGH SIERRA" LECOUNA'S LATEST  
 backed with "OLD MAN RIVER"  
 with RUSS CASE ORCH. and CHORUS  
 No. 1004

WATCH FOR NEW RELEASE  
 by JOHNNY GUARNIERI  
 and His Quintette  
 AMERICA'S FOREMOST PIANIST

STAR SERIES OF ADMIRAL KIDDIE RECORDS  
**ARNOLD STANG**  
 Star of Million Dollar Hobby Morgan Show  
**BOB DIXON**  
 Star of C.B.S. "Chuck Wagon"

**ADMIRAL RECORDS**  
 701 SEVENTH AVENUE  
 NEW YORK, N. Y.



# NAMM Back to Chi in '95; '52 Meeting Goes to N. Y.

CHICAGO, March 4.—The National Association of Music Merchants (NAMM) will keep Chicago as its 1951 national convention site but will move the music retailer's center to New York in 1952. It was announced by Bill Gard, NAMM executive secretary, following the mid-year board of directors' meeting in Houston last week. A committee studying the regional election of board members, recommended that the present procedure of electing reps from eight different regions be continued to make for nationwide representation.

The NAMM will show its sales training film, currently in the process of completion, at the 1950 convention slated for July 10-12 at the Palmer House here. The film will show: (1) The responsibility and opportunity for selling music in the community; (2) over-the-counter sales; and (3) big ticket selling. The NAMM has offered its services to A. P. Stewart of Pennsylvania University, who will direct festival music for the Freedom Fair in Washington in 1951.

Gard reported that William H. Beasley, a NAMM rep and owner of Whittle Music, Dallas, appeared before the Ways and Means Committee of the House of Representatives Feb. 29-31 to ask for a reduction or elimination of the excise tax on musical instruments. Beasley, in his report, quoted from a national survey by the NAMM membership which showed that 13 1/2 per cent of all musical instruments are tax-exempt because they are purchased

by schools and religious organizations. It pointed out that an additional 68 1/2 per cent of the total purchased are taxed, but are used for educational purposes, either for school or home instruction. The survey disclosed that the remaining 18 per cent are purchased for professional use.

## Dixieland Pace In Hwd. Upbeat

HOLLYWOOD, March 4.—Dixieland continues to storm the Los Angeles area, with Ciro's the latest unitery to book a tailgate troupe, Nappy La Marr starts a two-week run, with options, Wednesday (8). Booking follows sensational big attraction to Moeambo by the Firehouse Five Plus Three, a group composed of Walt Disney cartoon artists who churn out levee ragtime as a hobby. Firehouse combo appears only on Monday nights, giving the house its top biz on what formerly was spot-off night.

Dixieland musicians are in top demand here, playing at both name and nabe locations. Red Nichols is currently at Sardi's, Irving (Cajun) Verret is at the Hangover, Kid Ory is pulling 'em in at Hollywood Boulevard's Royal Room; Albert Nichols, featuring Big Red Lion, is at Virginia's Club in Eagle Rock, and Brod' Shroff is at Eagle Rock's Double H Club. Louis Armstrong just closed Gateway, B.B. King, Ben Pollack is going strong at Beverly Cavern, Ted Vesely is at Glendale's Tom-Tom, Norman Ash is at Hi-Ho Inn, and Bill Covey and His Jubilee Five are at the C-L-C Club.

Result of the Dixieland craze is that many spots are going in for live music that heretofore didn't book talent.

## Col'bia To Spark Hillbilly, Kidisks

NEW YORK, March 4.—Columbia Records, Inc. (CRI), has scheduled promotion campaigns designed to spark hillbilly and kidisk sales. These promotions, of course, are part of the over-all sales push now being made by the company. With regard to the hillbilly promosh, distribs have been informed that additional artwork, editorial material and frequent disk jockey digest mailings will be undertaken. CRI suggests that distribs prepare mailings featuring folk hit disks only, together with a return mailing; alert jockeys, arrange window displays, etc.

On the kidisk side distribs will receive an expanded series of cut-outs for use in stores, a mailing piece listing every children's record available on Columbia, a new series of posters and additional promotion news. Special order blanks will serve as accurate check lists. The Columbia LP record parade will plug the campaign. There will also be a distributor salesmen's contest, with cash prizes for salesmen.

## Imperial Goes Western

PHILADELPHIA, March 4.—The Imperial Record Company, specializing in the blues and rhythm sides, steps out into the Western and square dance field in preparing two albums on Columbia. With Eddie Egan, Cohen, whose Lesco Distributors firm handles the label, co-operating, Imperial cut a set of sides with old-time fiddler Chris Sanderson and will package a second set of Broom Walkers dedicated to Hal Moore, WCAU early morning disk jockey, who revived the broom dance idea.

Decca Distributors:  
I'm grateful for the splendid acceptance of "Broken Down Merry-Go-Round" which I recorded with Dick Thomas. Sincerely, Eileen Wilson

In Georgia and Alabama It's Heath

First with the Hits on

## MERCURY AND REGAL

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Rainbow, Horace Heidt, Tower, Abbey, Radio Artists, Domino and Imperial

Thanks, Mr. Operator, for your many, many orders. Our business is booming by the hour and our sales force has been increased to serve you. We will soon announce more top lines for you to select from.

## HEATH DISTRIBUTING COMPANY

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Atlanta, Georgia

MACY'S

NEW! EXCITING! DIFFERENT!

CLARENCE GARLOW'S

## "BON TON ROLLA"

Backed by "In a Boogie Mood" MACY'S 5002

OFF WITH A BANG!

SMOKEY HOGG—"YOU GOTTA GO"

Backed by "Leaving You, Baby" MACY'S 5003

WRITE OR PHONE YOUR ORDERS TO

## MACY'S RECORDING COMPANY

1013 LEALAND

Ph. ATWOOD 4363

HOUSTON, TEXAS

## Meyers Driving To Up Cap Biz

HOLLYWOOD, March 4. Bob Meyers, promotion head of Capitol's longhair wax, is aiming a two-pronged drive at boosting sales. Currently in the works is an info file sheet to be issued to dealers on each Cap classical item. Sheet contains an unbiased background analysis of the composer, the composition and the recording's sales potential. Idea is to give dealers and sales personnel more know-how on what they're peddling.

Meyers polled dealers on the file sheet plan and found overwhelming acceptance, with 97 per cent returns strongly favoring the projected service.

Meyers' other sales hypo is aimed directly at the consumer. Each one answering Cap's earlier telephone questionnaires has been placed on a mailing list coded according to the type of music the customer bought. Meyers is mailing personal letters to these people, informing them of forthcoming releases of the type of music for which they indicated preference. Letter tells the buyer to see his dealer or write to Capitol for the address of the Capitol merchant nearest him.

## Regal Records Hops To Oaters, Hillbilly

CHICAGO, March 4.—Regal, the Linden, N. J., diskery operated by Freddy Mendelson and the Braun brothers, is going into the hillbilly and Western field. Mendelson has inked Boyd Heath, former star of the NBC-TV Saturday night jamboree, and Mel Price and his band, heard on WASH, Annapolis, Md.

In the blues and rhythm field, Regal has inked King Porter's band and Vanita Smythe. Detroit chirp, Benart Distributing is replacing F & M Distributing in Cleveland R. Regal, while Pat American replaces Morry Kaplan in Detroit.

"MUSIC FOR DANCING"

## ROY STEVENS


HIS ORCHESTRA,  
HIS TRUMPET AND SONGS

9th WEEK  
FRANK  
DAILEY'S MEADOWBROOK

Nightly-NBC-National Networks

LONDON RECORDS

\*Mgt. ALLEN BEST, 149 W. 51st Street, New York



# The Honor Roll of Popular Songwriters

By Jack Burton

## No. 51—AL HOFFMAN

In the songwriters' lexicon "every cloud has a silver lining" or a reasonable facsimile—and Al Hoffman will swear it is true.

Back in 1931, Al, in a discouraged tone, poured his troubled heart into a song and called it *Heartaches*. Ted Weems made two master pressings of it one for Victor and the other for Decca—but the records collected more dust than cash in the music stores.

But 16 years later, in 1947, Al hit the Yearly Double with a two-song parlay: *Heartaches*, the also-ran of 1931, and *Chibaba Chibaba*, which earned him top ranking among the country's songwriters in *The Billboard's* Second Annual Music Record Poll.

And that's only half of Al Hoffman's success story.

Today he has another two-song parlay on his heels he's sure to cash in handsomely, *Bibbidi-Bobbidi-Boo* and *A Dream Is a Wish Your Heart Makes* both from the latest Walt Disney picture, *Cinderella*. Another Hoffman entry in the 1949-50 Song Sweepstakes is *There's No Tomorrow* in a challenging position close behind the front runners.

While these and other achievements have made Al Hoffman a man of merit, distinction in Tin Pan Alley and the film studios of Hollywood and London, there is a certain coterie of citizens who have no great affection for him. These malcontents are headed by a group of National League pitchers who vividly recall long walks to the clubhouse to the strains of *Heartaches*, doleful wails from the Boston bleachers after being knocked out of the box by the pennant-hungry Braves of 1948.

There is also a convict in the New Jersey penitentiary who, before he was a convict, was once so enamored of *Heartaches* that he played it over and over again on the juke box of a Newark tavern. One fateful night another customer demanded a change of tune, and after the bottle royal that resulted, the object went to the morgue and the defender of *Heartaches* lost all interest in the song, along with his liberty.

In addition, there's an English boxer whose pride suffered a KO at Al's musical hands. After being knocked out in a London ring, the dazed fighter got up off the canvas

to the strains of *I Saw Stars*, another of Hoffman's many song hits, played by the organist of the fight club, who entertained the fans between bouts with selection on the console.

And it should be set down here and now that Al himself has sustained his share of heartaches before he made his debut on the radio parade.

Born in Minsk, Russia, on September 25, 1902, Al was emigrated to America and settled in Seattle, Wash. At a youngster, he showed such a marked aptitude for music that his father invested \$30 in a used mechanical organ, and Al not only mastered both its keyboard and its mechanical ailments but improvised melodic promise upon it.

Al also gained some local fame as a boy soprano and actor. In fact, his early interest centered in the theater rather than in music, and he had visions of becoming a stage star after doing a juvenile bit with David Warfield when *The Auctioneer* played Seattle. On the other hand, Al's younger brother, Dave, planned to make a career of music, but by a quirk of fate Al became the songwriter of the Hoffman family and Dave became a character actor in such comparatively recent films as *Rope of Sand*, *Mission to Moscow*, *The Conspirators* and *The Mark of Zorro*.

While in grammar school Al Hoffman concentrated on classical and religious compositions, a type of music that matched the antiquity and dignity of the organ he pumped and played. But when he entered high school he switched his affections to the popular songs and dance music of the flaming youth age and set about mastering every type of band instrument he could lay his hands on, finally settling for a set of drums.

After serving an apprenticeship with several bands on the Pacific Coast, Al eventually became a band leader in his own right and wrote his first song, *Marcellonia*. A Seattle furrier thought so highly of this ballad that he switched from mink to music, selling business in order to be free to travel and plug Al's first song, now long forgotten and in mothballs.

Al also plugged his early songs

## PERTINENT DATA ON SONGS AND SONGWRITERS

Songs listed in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of publication.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (\*).

In the publisher listing, the name of the present publisher, and not the original one, is given, and songs now in public domain (titles first copyrighted in 1894 or before) have no publisher credit. In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

himself, hounding the stage doors of the Seattle vaudeville houses where such celebrities as Al Jolson, George Price, and Al Green, in the person of Ball were playing, and finally talking his way into their dressing rooms for informal auditions. The meager encouragement he received from these headliners of the two-a-day finally prompted Al to pack up his drums and head for New York, determined to become a songwriter with a high ASCAP rating.

It is well that Al Hoffman didn't leave his drums behind, for they were his ace in the hole during the two years he followed. He picked up rent money by playing in night clubs and speakeasies—jobs that invariably ended when the prohibition agents raided the padlocked bars.

Disgruntled and discouraged, Al Hoffman then sat down and wrote what has proved to be his first great song, *Heartaches*, a sleeper for 16 years but his open sesame to Tin Pan Alley success. In 1932 he had Fritz and Wiedersheim, written with Milton Ager, and two years later he collaborated with Mabel Wayne on *Little Man You've Had a Busy Day*, destined to become the long-lived standard. That same year he had one of the big breaks in his career when Gaumont British, cabled him to come to London to write the scores for musical films. While in England he wrote the songs for 20 feature pictures that included *Squibs*, which was a smash, *Billie Rose*, *Head Wave*, co-starring Ann Lee and Les Allen; *She Shall Have Music*, featuring Jack Hylton; *England's ace band*, *Let's Come Out of the Picture*, starring Jack Buchanan; *Pep of Old Drury*, starring Anna Neagle; and *When Knights Were Bold*, starring Jack Buchanan and Fay Wray; and *First a Girl and Gangway* in both of which Jessie Mathews starred. He also wrote the music for three London productions: *This Will Make You Whistle* in which Jack Buchanan introduced *I'm in a Dancing Mood*; *Going Greek*, with Leslie Henson, and *Hide and Seek*, with Cleely Courtneidge.

When Al Hoffman returned to the United States in 1937 he found the songs he had written while in England had gained a popularity in this country that matched their overseas acceptance, and his years of heartaches were definitely behind him.

After a year's vacation in Seattle, Hollywood and Mexico, Hoffman returned to New York in 1938 to find his original publisher, in the person of publishers' offices where once he had crashed doors in vain. Al averaged two or more hits a year for the next decade. He climaxed his string of successes by going to Hollywood in 1948 when Fred Raphael, head of Walt Disney's music department, had Hoffman write the score for *Cinderella*, which critics have acclaimed the best since *Snow White* made movie cartoon history.

In the writing of popular songs and film scores, Hoffman has worked as the old adage "Two heads are better than one," and in collaborating with others he has helped bring young composers comparative obscurity into the spotlight.

In the decade between 1931 and 1941 Al Hoffman had another Al for a partner—Al Goodhart, who was born in New York January 26, 1905. After graduating from DeWitt Clinton High School, Goodhart became a professional announcer, working as a radio announcer and entertainer before going into vaudeville as an accompanist and writer of special material. He then returned to radio as a member of a dual piano team that played occasionally in the orchestras of New York theaters. He also operated a radio station where he turned to songwriting as a full-time career with the publication of his first song, *I Apologize*.

Nine years ago Jerry Livingston replaced Al Goodhart as Hoffman's chief collaborator. Born in Denver March 25, 1909, Livingston studied piano, theory and harmony at the University of Arizona, where he had his own dance band and wrote the annual musical show, *The Senior Folies*, in his freshman year. After graduation he came to New York where he played piano with several dance orchestras, wrote *The Hollywood Revue* in 1935 and two years later formed his own dance band that played hotels and worked on several radio networks. He made his first bid for Tin Pan Alley fame in 1941 when he wrote *Starry, Starry Summer's Night* with Hoffman.

Now celebrating his silver anniversary with Jerry Livingston, Hoffman has found in his recent successes the digitalis the doctor ordered for his heartaches he suffered early in his career.

## AL HOFFMAN'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

### 1035—EVERYTHING'S IN RHYTHM WITH MY HEART

With Al Goodhart and Maurice Sigler. Famous Music Corporation. (Available on Capitol record 20-1713, starring Jessie Mathews.)

### 1036—WHERE THERE'S A YOU THERE'S A ME

With Al Goodhart and Maurice Sigler. Leo Feist, Inc. SHE SHALL HAVE MUSIC

## SONGWRITERS

### COMING UP!

#### DUKE ELLINGTON

In Subsequent Issues *The Billboard* Will Present

I. FRED COOTY  
GARY CARMICHAEL  
HARRY RUBIN  
MURRAY ALLEN  
HARRY REICH  
MURRAY MELVIN  
BILLY HILL  
LOUIS ALTER

With Al Goodhart and Maurice Sigler. Chapell & Company. This was the title song of the British Gaiety film starring Jack Hylton, the planned leader.

### I'M IN A DANCING MOOD

With Al Goodhart and Maurice Sigler. Gramercy Music Corporation. Introduced by Jack Buchanan in the London musical revue, "This Will Make You Whistle." (Available on Decca record 22340, Al Hoffman.)

### 1037—IT'S A HUNDRED TO ONE YOU'RE FROM WASHINGTON

E. B. Marks Music Corporation. This was written to celebrate the Golden Jubilee of the State in 1926.

### 1038—AFTER LOOKING AT YOU

With Al Goodhart and Mann Curtis. Publicks Music Corporation. (Available on Capitol record 20-1714, with Murray Mencher and Al L. Lewis. Leo Feist, Inc.) Song by Judy Garland in the MGM picture, "Lolita Darling."

### 1039—ROMANCE RUNS IN THE FAMILY

With Al Goodhart and Mann Curtis. Ad-

### 1040—APPLE BLOSSOMS AND CHAMEL BELLS

With Walter Kant and Mann Curtis. Chapell Music Corporation.

### 1041—I'M GONNA GET STARRY NIGHT

With Al Livingston and Mann Curtis. Mutual Music Corp. (Available on the melody of Tchaikowsky's "Pastelque Symphony." (Available on Decca record 22350, Woody Wood.)

### 1042—PUT, PUT, PUT YOUR ARMS AROUND ME

With Jerry Livingston and Mann Curtis. Miller Music Corporation.

### 1043—LOVE TO BEAT SONGS

With Jerry Livingston and Carl G. Lampel. Barben Music Corporation. (Available on Columbia record 36678, Frank Sinatra.)

### GOOD NIGHT WHEREVER YOU ARE

With Al Hoffman and Frank Walden. Shapiro, Bernstein & Company, Inc. (Available on Decca record 22340, Mary Martin.)

### WHAT'S THE GOOD WORD MR. BLUEBIRD

With Jerry Livingston and Allan Roberts.

### 1044—I MUST HAVE ONE MORE KISS

With Al Goodhart and Mann Curtis. Starkey, Inc.

### 1045—I'M GONNA GET STARRY NIGHT

With Jerry Livingston and Milton Drake. Miller Music Corporation. Gay Lombardy, who is famous for her "I Must Have One More Kiss," turned thumbs down on "Marry Dolly" when Al Hoffman asked him to feature the song. She later learned that the song was the English nursery rhyme of the 16th Century. But when "Marry Dolly" hit the million-seller mark, the ladies of the Royal Canadian freely admitted he had been guilty of the word apostrophe in his career as a songwriter. (Available on Capitol record 20-1714, the First Floor.)

### FUZZY WUZZY

With Jerry Livingston and Milton Drake.

### 1046—FM - BIG GIRL NOW

With Jerry Livingston and Milton Drake. World Music, Inc. (Available on Decca record 22449 in A-674, Gertrude Niesen.)

### PROMISES

With Jerry Victor record 20-1713, Sammy

Kare orchestra with Nancy Herman and Billy Williams, vocalists.)

1948-IT'S THE TALK OF THE TOWN With Jerry Livingston and Marty Symes. Scepter, Inc. (Available on the following records: Columbia 34753, Renee Goodman orchestra; Capitol 33254 and 3255, Columbia Records; Decca 23469, Bing Crosby; Decca 23783, Ray Charles orchestra; Decca 32523, A-299, Fischer Anderson orchestra; Victor 20-1926, Mel Hecks.)

1 I MAG TOO MUCH TO DREAM LAST NIGHT With Jerry Livingston and Jack Segal. Bourne, Inc. (Available on the following records: Columbia 37485, Modernaires orchestra under Mitchell Aron; Victor 20-2180, Jane Hawley and the Merry Dancers Trio; Decca 24032, Ray Charles orchestra; Victor 20-1926, Mel Hecks.)

1947-GIVE ME SOMETHING TO DREAM ABOUT With Jerry Livingston and Mack David. Capitol Songs, Inc. (Available on Capitol record 355, Jo Stafford and Paul Weston orchestra.)

1948-CHERRY With Jerry Livingston and Mack David. Scepter, Inc. (Available on the following records: Decca 23878, Lawrence Welk's Champagne Music; Victor 20-2259, Perry Como and the Satisfiers; Columbia 37354, the Charlesters; Capitol 419, Poppy Lee and Dave Barbour orchestra.)

1948-DO YOU LOVE ME ANYMORE? With Jerry Livingston and Mack David. Scepter, Inc. (Available on the following records: Decca 24195, Bob Eberle and Eddie Heywood; Columbia 37920, Buddy Clark and orchestra.)

1948-THERE'S A BARBER IN THE NEIGHBORHOOD OF PALERMO With Jerry Livingston and Mack David. Scepter, Inc. (Available on MGM record 32246, Art Mooney.)

1948-THERE'S NO TOMORROW With Leo Corday and Leon Carr. Parlophone U.K. This song is based on the melody of "So Vale Mio" (Available on the following records: Victor 20-3552, Tony Martin; Harmony 1078, Alan Oak; London 554, Charles Splink; Columbia 35837, Hope Witherall orchestra; Decca 24762, C. Ravaux.)

Film Score

1950-CINDERELLA A Walt Disney cartoon fantasy. With Jerry Livingston and Mack David. Walt Disney Music Company. A DREAM IS A WISH YOUR HEART MAKES TRUE (Available on the following records: Victor 20-3607, Perry Como; Columbia 38043, Marjorie Hopkins; Mercury 5347, Lawrence Welk orchestra; Decca 24027, Jack Haster and the Aristocrats; Bluebird 30-0020, Irene Woods.)

SO THIS IS LOVE (Available on the following records: Victor 20-3606, Vaughn Monroe; Victor 20-3607, Perry Como; Bluebird 30-0019, Irene Woods.)

1950-ROBBER! ROBBED! (Available on the following records: Victor 20-3606, Perry Como; Columbia 38059, Omaha Sinner; Capitol 37-778, Ray Robbins orchestra; Capitol 37-782, Jo Stafford and orchestra; Decca 24027, Jack Haster and the Aristocrats; Mercury 5347, Lawrence Welk, Roberta Linn and Quartet; Bluebird 30-0019, Irene Woods; MGM 32326, Jimmy Durante; Decca 24063, Bing Crosby.)

OH, SING, SWEET NIGHTINGALE CINDERELLA (Available on the following records: Victor 20-3623, Eugene Siskin; Bluebird 30-0020, Irene Woods.)

Popular Songs

1929-IN THE MUSH OF THE NIGHT Lyrics by Sammy Lerner.

1930-GOOD EVENING Lyrics by Sammie Davis and Charles O'Flynn. WOODS & Music, Inc. WORDS ARE FORGET-ME-NOTS Lyrics by Charles O'Flynn.

1931-I APOLOGIZE With Ed Nelson and Al Goodhart. Crawford Music Corporation.

HEARTACHES With John Kienner. Leeds Music Corporation. Kurt Weimer, a Charleston, G. C. disk jockey, was responsible for putting "Heartaches" in the smash hit class in 1947. A music dealer now has a 1933 recording of the song. Kurt liked it, programmed it, and for a week record hops throughout the South were deluged with requests for "Heartaches." In the reconstruction of the song, Ted Weems enjoyed a rebirth in popularity and to show his appreciation, he flew his band to Charleston to play at a complimentary birthday party for the disk jockey that made "Heartaches" a million-record seller. (Available on the following records: Decca 25017, Ted Weems; Victor 20-2375, Ted Weems; Columbia 37355, Jerry Jemec; Capitol 37-12, Joe Alexander.)

1932-RAPPY-GO-LUCKY YOU AND PROUDLY BEING MARRIED With Al Goodhart and John Murray. Mills Music, Inc. ALF WEIDERSHEIM, MY GEAR With Milton Ager, Al Goodhart and Ed Nelson. Advanced Music Corporation. (Available on a MCA record 33556, Derry Fallisart.)

High Volterage NEW YORK, EXX, March 4.—Dick Volter, exec of the Shapiro-Bernstein pubbery, this week called up MGM Records' artists and repertoire chief, Harry Meyerson, and moaned about the current state of flux with which the rapid rise-and-fall of out-of-the-blue hits has infested the publishing biz. "Things are popping so fast," he complained, "that we had to hire a man to handle the phone calls on sleepers."

With Milton Ager and Al Cameron, Advanced Music Corporation. OH, WHAT A THRILL TO HEAR IT FROM YOU Lyrics by John Murray, Ormyr Music Corporation.

1933-FIT AS A FIDDLE AND READY FOR LOVE With Al Goodhart and Arthur Freed. Leo Black-Eyed Susan Brown With Al Goodhart and Herb Magidson. Miller Music, Inc. JIMMY HAD A NICKEL With Al Goodhart and Maurice Sigler. Sheela Bernstein & Company, Inc. WHO WALKS IN WHEN I WALK OUT? With Al Goodhart and Ralph Freed. Southern Music.

1934-I SAW STARS With Al Goodhart and Maurice Sigler. Robt. Belmont & Company, Inc. WHY DON'T YOU PRACTICE WHAT YOU PREACH With Al Goodhart and Maurice Sigler. Bourne, Inc. LITTLE MAN, YOU'VE HAD A BUSY DAY With Mabel Waze and Maurice Sigler. T. G. Horns Company. (Available on the following records: Decca 24069, A-1934, Bob Grant orchestra; Victor 20-1918, Perry Como and the Satisfiers.)

Columbia Inks Pablo Casals

NEW YORK, March 4.—Columbia Records, having signed Sir Thomas Beecham and Leonard Bernstein recently, this week scored another long-range coup by inking world-renowned cellist-conductor Pablo Casals. Casals, who has been living in a self-imposed exile in Prades, a French-Spanish border town, will be recorded in that town during a forthcoming Bach Festival which is being organized around Casals by a group of musicians headed by violinist Alexander Schneider.

Other artists who will appear at this festival and who probably will be recorded with Casals will be Rudolf Serkin, Joseph Schneider, Joseph Szegit and Isaac Stern.

Philly AFM's New Ticket

PHILADELPHIA, March 4.— An opposition slate was set up for the forthcoming election of Local 77, American Federation of Musicians (AFM), next month. President Frank Liuzzi will face a coalition of three men who have been defeated in the race for president at the last election, along with the two vice-presidential candidates. The opposition slate will also include incumbent Guy A. Scalia, secretary, who moves into an opposing camp for the first time. Liuzzi will head a blue ticket in seeking re-election, with Louis Ingber bidding for the vice-presidency and Jimmy Perri for the secretarial post.

PETER COTTONTAIL (The Rabbit of Distinction) LIKES GENE AURTY

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The Billboard "Not 'beans" or typographically mis-spelled in last week's ad"

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Phillips Leaves ABC for Glaser

CHICAGO, March 4.—Bobby Phillips, Jack-of-all-trades for the past three years in the Associated Booking Corporation (A&C) office, here, was set to leave Monday (6) for Hollywood, where he'll take over as chief of the Joe Glaser Western office. Phillips, who did the majority of the jazz spot booking for Glaser in the Midwest during the past two years, will replace Mill Deutsch. It's reported that Deutsch is leaving ABC April 15 to take over as manager of entertainment at the Western Village of the Last Frontier Hotel, Las Vegas, Nev. Freddy Williamson, manager of the ABC branch here, said that a replacement for Phillips will be appointed within the next two weeks. Associated's Midwest office last week inked two more bands, making a total of 11 on pop sales booked by the Glaser Agency. Russ Carlyle, ex-MCA property, is currently being booked by the office, while George W. West is handling the new branch Hotel here, will be booked by Associated after he closes the Northside hootery April 6.

Big Road Schedule For Capitol Brass

HOLLYWOOD, March 4.—Capitol Records' toppers are on the road. Hal Cook, head of pop sales promotion, planned to Chicago to attend the juke box org gathering; and will then head for New York to kick off new promotional plans. He will then visit various Eastern distrib branches and help co-ordinate activities of new promotion department appointees. Ned Westcott is attending the New York top conclav on behalf of Bozo. Artist-repertoire chief Jim Conking remains in the East to record the Tav Amory band. Dick Jones, head of the classical disk department, will combine longhair cutting for Capitol with Frank Sinatra's new dates. Floyd Bittaker, Cap veepee in charge of sales, has returned from a three-week cross-country market study trip.

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## ON THE STAND

Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters

### Jack Fina

(Reviewed at Cocomo Grove, Ambassador Hotel, booked thru Music Corporation of America.)

STRINGS: Pepe Landros, Clarence Marks and Ben Redetzki.

SAVES: John Kerolis, Bill Pfiel, Dick Lusani and Roland Freshourhouse.

DRUMS: Al King, Gene Frecetel and Jerry Kay.

RHYTHM: Pee Wee Louso, drums; Bill Cooper, bass; Jack Fina, piano; Bill

VOCAL: Bob Darnell.

LEADER AND STAFF: Jack Fina.

ARRANGERS: Lloyd Akridge and Pepe Landros.

Jack Fina may well feel at home at the Grove. A few years ago he held down the Steinway stool in this room as part of the Freddy Martin band. He's back now fronting his own aggregation and, judging by the warmth of his reception, may remember the Bumbleboogie boy.

For the hotel palatte, Fina offers a tasty diet of terp tunes. His book holds an ample representation of current Honor Roll of Hits riders, well backed with an array of evergreens. His arrangements are shaped to suit the diner's ears and tempt the dancer's toes. For the most part, Fina's amplified Steinwaying follows the interest, surrounded by a smooth-as-silk combination of strings, reeds and muted brass.

### "Meant for Me"

The melody line is more often carried by the Strads, with reeds and brass providing the background. Typical is his arrangement of *You Were Meant for Me*, in which the strings tote the tune with Fina's keyboarding providing an engaging obligato of rumba. Fina favors medleys, stringing together a series of tunes which are spiced with an occasional rumba or samba. Crowd went for his Oh, You Beautiful Thing. Besides Jack, Josephine, Just One of Those Things and Toot, Tootsie, Goodbye.

His arrangement of *Juste Dence* was too weak to do justice to the number. Main theme is handled by Fina's piano, which is okay as far as it goes, but total elimination of the trombone slides and the saxophone takes the guts out of the tune. The band is shy in the vocal department. Possibly Bob Darnell was not in voice when caught, but his version of *I Can Dream, Can't I?* showed the balladist lacking in vocal quality and sales savvy.

Hand has come a long way since this reviewer first bent an ear to his fledgling efforts at Ciro's two years ago. Fina has gained considerably in poise, confidence and ability to handle a MGM disk, indications point to a promising future for Lee Zhitto.

## Fireside Cuts Religious Disks

NEW YORK, March 4.—Popularity of the transcription packager featuring Ed McHugh, the Gospel Singer, has prompted the organization of Fireside Records, a diskery which is specializing in the religious field. The company has already cut four sides by McHugh, including *In the Garden*, *Evening Prayer*, *Old Rugged Cross* and *Thine Be the Glory*. Plans are to issue Gospel Singer disks and merchandise these via radio and direct mail—contacting McHugh's radio audience built up thru the years.

The president of Fireside Records is Everett Goodman, who is a veteran in the radio producing organization, Harry S. Goodman Productions, Inc., headed by his father.

Disks will be cut on a vinyl plastic 78 r.p.m. Fireside also branch out into the manufacture of another type of religious disk, with a lavish production background, aimed particularly for radio production, rather than consumers.

### Paul Neighbors

(Reviewed at Biltmore Bowl, Biltmore Hotel, Hollywood, February 14. Booked thru Music Corporation of America, Perini, Merritt, etc., Lyle Thayer and Eames Bishop.)

TRUMPETS: Ralph Anthony, Jack Dougherty, Carlton Davis, Gene Bond.

REEDS: Gene Bond, Loren Holding, Carter Egan.

RHYTHM: Jack Sebring, drums; Leo Elmer, piano; Lloyd Lunnie, bass.

SAVES: Gene Bond, Eric Kerg, Elmer Cozz.

VOCALISTS: Paul Neighbors, Ralph Anthony, Loren Holding.

ARRANGERS: Dan Leonard, Ralph Anthony.

A relatively new ork, the Neighbors crew promises big things. Built along solid but simple lines, completely void of musical gymnastics, the band dishes out a clean, listenable brand of music with strong emphasis on dance beat. Over-all the ork blending is stressed rather than solo work.

The crew uses three violins to carry the melody with the support of muted brass and Latin lute and good reeds, but could be punctuated with a well-placed mike to give body and amplification. Brass and reeds, working as a unit sound strong and clean and lend solid background to violin overtones. For the most part the ork is reserved, all it can cut a boisterous novelty or Latin lute and good reeds. Book leans heavily on current pops, but oldies and novelties are not neglected. Rumbas, with special drum effects, round out a well-selected book.

Neighbors has plenty of experience as a singer and emcee, and is a dynamic man on the stand. He sings well and sells exceptionally strong. Aiding his solo work are the Three Neighbors, which includes sidemen Ralph Anthony and Loren Holding. Anthony takes the solo road on ballads with good results. Neighbors introduces each number in friendly, intimate manner, injects spirit into rumbas and novelty songs and works on tymbals whenever arrangements lend themselves to special drum treatment. His infectious personality and energy find favor with customers.

The band will never start radical trends in music. On the other hand, customers will find it a good ork for dancing. *Alan Fischer.*

## 100G SOUGHT IN SUIT

(Continued from page 16)

and Stapp, the petition filed for Mrs. Biggs by attorneys Ward Hudgins and Dick Landan states. Stone declined any comment on the suit, while Stapp would not discuss the matter. A spokesman for Acuf-Rose Publications said the firm merely published the song.

The court is asked to declare: (1) That Biggs is the author of the song and is entitled to all royalties under the contract between Stone and Stapp and the publishing firm; (2) that an accounting of royalties be made to determine the amount due the complainant; (3) that the publishing company file a true and correct copy of the royalty contract executed with Stone and Stapp.

Mrs. Biggs alleges that more than 3,000,000 copies of the song have been sold already.

## Move Over, Bum!

PHILADELPHIA, March 4.—Toscanini will have to present his NBC Symphony concert here on May 27. Originally, the network tried to book the Academy of Music for April 17, but was politely told that the orchestra was contrary notwithstanding, the concert hall was already booked for the evening for Spike Jones' "Musical Depression presentation.

## Mooney Tied To Westerns

PHILADELPHIA, March 4.—A combination of urban and rural fare will be packaged by the Jolly Joyce Agency here for touring both the provinces and big cities this spring and summer. As the agency's orchestra will present the modern approach, coupled with Western recording talent from the Joyce agency's stable in Philadelphia, where the Jolly Joyce Mooney will link with the Joyce agency.

The unit, fashioned for concert, supper and dance, will take in theaters, auditoriums, parks and fairs for one-day to full-week stands. Touring will also take in Canada, where the Joyce agency routes many of its Western attractions. Plan is for the Mooney-Western unit to launch its tour after Mooney completes his two-to-three week chore at the Capitol Theater, New York, which starts March 16.

Success of this proposed modern and Western blend promises to open up an entire new field of opportunity for the name dance bands, giving the rhythm masters the first opportunity to crack the hillbilly coin slot.

## WJW Disk Jock Quits in a Huff, Gets a Surprise

CLEVELAND, March 4.—What looked like a publicity stunt by a disk jockey here turned out to be real when Walter Kay, announcer for the five-times-a-week afternooon kiddie show over WJW had his resignation accepted.

The tempest began when Kay, in closing a program, deplored the fact that his 30-minute time allowance was being cut by five minutes to a week. He mailed a letter of resignation.

When the fuss subsided the situation looked mixed. Station officials said Kay had resigned. Kay said he had mailed a letter of resignation and appeal to station owner William O'Neil in Florida. According to Kay, he will consider his resignation final only when it is accepted by O'Neil. But Assistant General Manager Lawrence Webb has already accepted the resignation of O'Neil, and Kay has his final pay check.

During the five years of his acting as the kids' disk jock, Kay has built up a large library of children's recordings. These, he says, are his personal property, to use as he wishes.

The day after the outcome of the ruckus found the station still accepting phonies but not the air. Charles Hunter, program director, has announced that the spot Kay left will be occupied by a new disk jockey, Mrs. Lady Jan, who will tell children's stories.

In announcing the change, Hunter said that Kay has been offered a chance to stay if he would agree to perform his duties without editorializing, and that Kay refused.

## London Takes Over "Old Shoes," "Gal"

NEW YORK, March 4.—London Records has taken over two masters from Command Records in Buffalo.

The disk, which has been creating a stir in the up-State territory is the Mickey, Dee and Skinner version of *Old Shoes*, recorded in Buffalo and Sleepy Time Gal.

Meanwhile Murray Seidman resigned Friday (24) from his position as manager of the Capitol Records in Buffalo. Seidman had devoted full time to the Command diskery. Seidman had been with Capitol for about five years and operated its Buffalo branch from its inception.

## Golf Disks Get Merch'dise Gim

NEW YORK, March 4.—London Records' projected release of the unique LP disk, *Shooting Par Golf* by Zema, will get promotional assists from several companies ordinarily alien to the disk field. The first of these is the Wilson Sporting Goods Company, whose golf equipment is endorsed by Sneed. Letters will go out to several thousand Wilson retailers informing them that the Wilson Golf Club is offering a sample of the disk. The dealers are then instructed to send their orders to the local London distrib. London's album cover art work includes a Wilson golf ball.

The second tie-in is with Foot-Joy Shoes, which Sneed endorses in the instruction book that accompanies the disk. Foot-Joy dealers throughout the country are to display ease-backed album displays in their windows.

Both tie-ins are for reciprocal service only, with no cash involved. The deals were set up by Sneed's publicity agent, Frank Nichols, who also produced the package, and London's general manager, D. H. Toller-Bond.

## Orsatti at Somers Pt. Easter

PHILADELPHIA, March 4.—An Easter celebration has been set by Arnold Orsatti for his new spot in Somers Point, N. J. Orsatti, who operates a lounge the year round here, also operated the Casino in Somers Point until last year. He dropped the Casino at the end of the season because the high-priced bands failed to pay off and instead by a smaller spot which will carry his name. New summer room will feature the smaller units with the owner now lining up a half dozen units and small combos for thru the summer season.

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## One More Trade

PHILADELPHIA, March 4.—Frank Palumbo, nitery operator whose extensive holdings include fight promotions, auto agencies and other varied business interests, adds a new side line in making a bid for Tin Pan Alley fame. Trying his hand at lyric writing for the first time, Palumbo has come up with a song, *As Long As I Have You*, which he dedicated to his wife, Kipper Weiss, comic starlet. Charles E. Shuler, vet local tunesmith, set the words to music and the local firm of J. J. Popper & Sons, devoted largely to classical and school music, makes an entry in the pop field for the first time in publishing the tune.

## Music Biz Feels Coal Strike Nip

NEW YORK, March 4.—The coal strike and generally strained economic conditions are beginning to show an effect on the record and music business, which for the past couple or three months has been perking at a handsome clip. Tho there has been no sharp decline, a slow but certain nip in business is beginning to be felt at manufacturer levels. The areas around Pittsburgh, Peoria, Ill., and other coal districts particularly are feeling the strike bite.

The entire Eastern territory has suffered a disk business dip. But the Midwest still holds up as the stronghold of the industry, according to key execs in the diskeries. The Eastern region has been afflicted with engineers and record press makers and textile trades, both of which bear the bulwark of labor's income in this territory.

## Trumpis-Collar Set As Pan-Art Distrib

HOLLYWOOD, March 4.—Trumpis-Collar & Associates, consulting engineers and record press makers, will enter the disk distribution field by taking over American pressing and distribution rights for Pan-Art Records, Pan-Art, Havana firm headed by Ramon Sabat, set the deal whereby Trumpis-Collar will press the product for London Records, which in turn will distribute the Latin label thru London outlets in this country.

New firm will be called Pan-Art International and will handle the American end of the Pan-Art. It will turn over its entire catalog to Trumpis-Collar, with the latter firm financing all pressing and handling work in return for a slice of the profits. Distribution deal was worked out with London Prexy E. R. (Ted) Lewis and Dan Berne, London's exec vicepe.

## TD Picking Up Some '49'er Stuff

NEW YORK, March 4. —Tommy Dorsey's gold reserve is being augmented this week by two mementoes made of the feathery metal, in commemoration of his 15th anniversary as a stick waver. The first trophy was given Thursday (2) by Gov. Henry F. Scherzer of Indiana, on the stage of the Circle Theater in Indianapolis, where TD is playing a theater engagement.

The second presentation will be made at the annual Jackson-Jefferson Day dinner in Indianapolis tonight, when Vice-President Alben W. Barkley will hand Dorsey a so-called donkey. Dorsey and the ork will play for the Democratic celebration between shows at the Circle.

## Mpls. Carnival Denies It's On 150G-Yr. Skid

MINNEAPOLIS, March 4.—Rumors persist that the swank Club Carnival here will give up the ghost in two or three months and whitely itself down to mere saloon size in a new location.

The Carnival, which since its re-opening under its present name in April, 1948, has brought in such top names as Carmen Miranda, Lena Horne, Ted Lewis, Martha Raye and Sophie Tucker, reportedly is losing downward a year in its efforts to be the Copacabana of the Midwest. So insiders feel it is better to pay off the \$45,000 due on a lease which has more than two years to go, move to a new spot and operate as a drinkery.

But Ted Cook, Carnival president and manager, says it isn't so. He claims the Miranda deal just finished, (See Mpls. Carnival Denial, page 52)

## This Kind of Yarn Comes From Flacks —And Purists!

NEW YORK, March 4.—The song, *White Shoulders*, evidently doesn't smell right to the manufacturer of the perfume of the same name. A deal had been virtually set between London Records, Chappell Music and Ezyan Parfums for a tie-in promotion. The tune, cleft by Sid Esau and Roy Jordan, was skidded for waxing by Ralph Young for London. When ready, the publisher, Chappell, planned to send copies of the disk, with small bottle of *White Shoulders* perfume, to disk jockeys. The idea was cold-shouldered, however, when a *White Shoulders* exec read the lyric and asked the publisher to withdraw the song.

A Chappell spokesman, perplexed by the objection, pointed out that the tune actually makes no reference to perfume, and that he intends to go ahead without the special in-sensitive. To clear the air further, he has turned the objection over to Chappell's legal department.

## MGM Plugs Dept. Store Music Fete

NEW YORK, March 4.—MGM Records has just about captured the Festival of Music promotion at Hearst's department store. Each day, for six days, the distery has skidded an MGM recording artist for a personal appearance in the store's record department. Artists who have 'n Hancocked their disks for buyers include Art Mooney, Jananie Johnston, Jane Harvey, Macklin Marrow, Phi. Brito and Betty Martin. Appearances are tied in with extensive store publicity, window displays and daily newspaper advertising.

## Lanson Lauded

NASHVILLE, March 4. —Snooky Lanson, singing star and disk jock over "ISM here, has been honored by the city council. The civic group adopted a resolution extolling the native son for "his extraordinary and wonderful talents" and his "generous and public spirited work with the gifts the creator has so richly bestowed on him." The resolution was recently read and approved by WSM and a network of 25 Southern stations by Ben West, Nashville vice-mayor.

## PETER COTTONTAIL

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# MANAGEMENT

## Houses Take Dive; Crowds Flock to Parade

### Managers Face Stem Ills

NEW YORK, March 4.—The Bob Hope preem at the Paramount, Wednesday (1), sloughed the rest of the street. Everything was hit, the flesh-film combo houses and even the big grind theaters.

Hope took in \$19,500 for his first date. If the picture keeps up, the first week's gross should be about \$133,000, of which Hope will get \$66,000. He nets a \$50,000 guarantee plus 50 per cent of the take over \$100,000.

Against Hope the grosses at the other theaters made poor reading. The Strand took in \$2,700. The Capitol take was \$2,900; the Roxy, \$4,000; Music Hall, \$12,000, and the Palace \$2,400. One of the worst showings on the street on Wednesday was Loew's State with its grind policy. With a marquee studded flicker, *Keys of the City*, headed by Clark Gable, the State took in a meager \$540. On the other side of the ledger the Mayfair with Disney's *Cinderella* played to \$6,200 for that day.

The picture was even more significant Wednesday (2 p.m.). Up to that hour, the Paramount had taken in \$10,268, while Loew's State had only \$200 or so in the till. The picture showed at the Roxy \$1,540; Music Hall, \$4,690; Palace, \$740, and the Mayfair, \$4,650.

This persistent slide in grosses is weakening the street's confidence. Some theater ops attribute it to the free shows put on daily by various radio networks. They argue that the raffo shows are drawing a potential of about 10,000 customers daily. Others argue that even if the networks were to charge, it wouldn't mean that commercial theaters would get more business. Some insist that two things are wrong with theater business today. The first is the price structure, and the second is the product.

House managers admit that more and more people approaching the box office turn away on seeing \$1.20 or more on the sign. But in some instances will pay the higher tariff and then because the house is showing something they want to see.

The question of product has the entire industry gobbling aspirin. Everybody is agreeing the public will pay to see a good flicker, or a good combo of stageband and flicker. But what makes the one, or the other, no one is sure.

In one effort to beat the slide, more and more presentation houses are going in for two-week bills. Even the Music Hall, which was usually good for six to eight weeks is now on what amounts to a two-week policy. Its last show was a two-weeker. Its present show, with *Stage Fright* is also a two-weeker, and the following show will also be a two-weeker, too. The Easter show expected to head the street.

Neither theater men, talent offices or bookers pretend to know where it will go, what hype to use to check the two-week office slide. But at least one thing is certain and that is there will be more work for acts as the two-week runs increase.

The new product line, already being faced by the Palace, is where

## Levenson Copyrights Act Under 2-Year-Old Law, Wants Test Case

NEW YORK, March 4.—The latest in the many efforts to protect material has been started by Sam Levenson thru an official copyright by the Library of Congress, copyright division.

Under Form "C," tagged Protection of Oral Material, in force about two years, any orator, entertainer or any other person using speech for a livelihood can register his material or speech with the Library of Congress for a charge of \$4 per script. After being accepted for registration, if any other person uses such material without authorization, such person may be stopped and sued for damages which might have accrued to the original actor and he enjoyed free use of the material.

Levenson, now at the Latin Quarter, has hired two court reporters who sit out front to take down his whole act. Each story was then filed with the Library of Congress.

Levenson said he "has already heard of some actors who have taken his stories and are using them verbatim in different spots throughout the country. In each case I will send a stenographer to take down each word. If the material used is a copy of mine I will immediately start suit," said Levenson.

"I'm not willing but anxious

## Mpls. Carnival Denies It's On 150G-Yr. Skid

(Continued from page 51)

hit the house's second highest take, with Martha Rexel set for a return engagement, starting March 9. She will be followed March 23 by the Mills Brothers and on April 6 by Peggy Lee, who will be in for three weeks. Mel Torme and Jean Carroll are booked for a two-weeker starting April 27. Cook said Tony Martin and Peter Lind Hayes still owe him dates, which he hopes will be fulfilled in May or June. As another indication on his part that the sliding story is sheer rumor, Cook pointed out that he just applied for a renewal of the Carnival's liquor license. However, under a Minnesota ordinance such a license is not transferrable. A Minneapolis alderman representing the ward in which the Carnival would operate has indicated he has been approached on the subject.

to get the attractions or even the standard acts to fill out a show. Money, everybody says, is still too high for a run-in-the-mill act. This, however, is coming down as less and less demand opens for the non-marquee performers. It is only when a Bob Hope comes along that the money is there. But theater men and other buyers are perfectly willing to put it on the line if the attraction does business.

to start a test case," added Levenson. "I don't want to buy the small actors. But I will fight the big guys who think because they're names they can steal whatever they like and get away with it."

Levenson was asked what happened if a person using material can claim prior use. The comedian, quizzing his attorney, Mervin Rosenman, said that he had been informed that, according to copyright law, prior use had no standing where a copyright was on file. The holder of the copyright was assumed to have sole right despite any claims to the contrary.

## Waiters Want Tips To Count For S. Security

WASHINGTON, March 4.—Representatives of hotel and nitery workers are trying to get the Senate Finance Committee to write into the Social Security bill a provision to count tips as income, while hotel employers are opposing the move.

If the committee should insert such a provision, both employers of workers whose chief income comes from tips and the employees would pay substantially higher pay-roll taxes. Old-age benefits for such workers would be increased accordingly.

According to the Internal Revenue Bureau, tips can be included as income under the present law if the worker reports the total to his boss. As passed by the House, the Social Security amendments embodied in HR 6000 leave the question untouched.

The first version of HR 6000, introduced in the House before the Ways and Means Committee started hearings, specified that "gratuities" were to be included as income. The committee, however, eliminated this section from the approved bill.

In testimony unfolded before the Finance Committee in its current hearings, Charles Sands, head of the hotel, restaurant and bartenders' union, claimed that unless tips were counted in, workers whose income was mainly tips would get insufficient benefits when they retired. On the other hand, Daniel O'Brien, American Hotel Association (AHA) vicepres, said such a step was impractical since employers were unable to arrive at an accurate estimate of employee tips.

## Jack Lynch Quits Philly Casino; To Acquire Own Room

PHILADELPHIA, March 4.—Jack Lynch, pioneer nitery operator in town, has resigned as manager of the Latin Casino, midtown N. Y., operated by Harry Steinman, Lynch, who formerly operated his own rooms in the Adelphia and Walton hotels here, was brought in as manager of the Latin Casino several years ago.

First to present production floor shows and names in this town, he is negotiating for a midtown room of his own.

## AGWA Group Okays Zone Rule for TV

### Members Vote March 13

(Continued from page 3)  
other stations on the hook-up have to pay at least the minimum for that area, which is also to be established.

All kinescope showings, wherever and how many times shown, will also be paid for on the same basis as originating shows. All of these were proposed and accepted to meet only the minimum salaries of performers. The important acts, it was felt, could make their own deals, tho in no case could they meet the minimum salaries. This latest program will be thrown out to the general membership of the Associated Actors and Artists of America at a meeting to be held at the Astor Hotel March 13.

If the zoning principle is accepted, George Heller, executive secretary of the newly formed Television Authority (TVA), will be called upon to codify the terms, put it in the form of a contract and start negotiations with the networks.

It was stressed that speed was important because of a possibility that the Screen Actors Guild (SAG) might step into the picture before the TVA could agree on terms and conditions.

## La Pickens Sets New Act Preem

NEW YORK, March 4.—Jane Pickens, who has been doing a single since the break-up of the old sister act, will break in a completely new act in Detroit April 10.

The new format will use six boy singers in a new act prepared and rehearsed especially for cafes. It will be directed by Bert Shevlovich, with the choreography by Ray Harrison.

The first date for the new Jane Pickens act will be at the Detroit Athletic Club. Then there'll be a week at the Providence-Biltmore, Providence, starting April 19, followed by the Copley-Plaza, Boston, and the Waldorf-Astoria, May 11.

## Simpson's First '50 Unit Opens March 22 at Leamington, Ont.

DETROIT, March 4.—The first 1950 unit for Hugh Simpson, of H. J. Simpson Entertainment Bureau, Windsor, Ont., will open March 22 at the Capitol Theater in Leamington, Ont., under auspices of the Junior Chamber of Commerce. The show is slated to play about eight weeks of two and three-day stands in Ontario towns, using auditors and other locations as available, under local auspices in each case. Second date is in Windsor at the Walker, with Collegiate Auditorium and other supplies at the Act Force Club, and the next at Chatham for the United Auto Workers.

Simpson has been building live show business in neglected territory for three or four years. Three years ago he opened in the Canadian territory with Funzoppino, claiming prize (See Simpson Unit Opens, page 51)

# VAUDEVILLE REVIEWS

## Palace, New York

Capacity, 1,700. Price, 50 cents-\$1.30. Number of shows, four daily; five, Saturdays. Floor show booked, Dave Foster. Show booked by Don Albert's house org.

It must be murder to work to a dead pan house sitting on its hands. It was that way on the show caught (68) at the Palace. The kids worked hard and looked good, but it wasn't until almost the end of the bill that anything happened out of the ordinary.

The opener was the Barretts, June and Martin, a good looking pair of young hoofers recently caught at the Strand. The kids acted worked hard and good job made a fast opener. In No. 2 came Payne and Foster. They began with a musical gags routine, switched to burr-headed dolls and wound up with a Swiss bell-ringing act, with slight bits of comedy which got titters. The couple has one of the best novelties around, the comedy selling news a shot in the arm.

Danny Shaw, a sight comic, came next. The short, good looking, well-dressed comedian, who has done variety and comedy across, but he didn't register until he did a bus-ride-bouncing bit. The last one got him off in good style.

**Mello-Larks Solo**  
The Mello-Larks (three boys; one girl) gave it a lift with their close harmony warbling and fresh gags. They opened with a bright: Hallelujah, switched to a moody *Wijewoo Song*, jumped to *Dear Old Donegal* and wound it up with a spirited medley built around a square dance. The kids punched, sold and registered in fine style, getting the first big hand of the show. Their line about Sam Shapiro, used in the Irish novelty, meant nothing and was in poor taste. Equally poor taste was shown in the use of Irish word retheme. The kids don't need that kind of material.

Wilbur Hall and Rene started off okay with a snappy middle and finally finished ahead. The gal's opening trumpet was full of clinkers but good enough to bring on her partner. His entrance brought giggles, particularly the props, but when he went into a legit piece of music, a fast paced No. 2 on the trombone, the gal's laughs disappeared. It wasn't until the trombone-fiddle bit that the laughs came. The end of the act, a comic singing bit, seemed to conflict with the No. 2 act on the bill.

**Apache and Dolls**  
The Appletons got good hands for their standard Apache act. It was fast and full of the usual excitement. Chris Cross, working with a series of dummies, did an excellent ventriloquist act. The black light doll was good, and the lifelike fern doll was good for extra laughs.  
The cycling act of Bobby Whaling and Yvette got the biggest laughs on the show. The breezeway bike bits and topples got real yucks.  
Pic, Dakota Lit. Bill Smith.

## Paramount, New York

Capacity, 3,064 seats. Price, 50 cents to \$1.50. Number of shows, six daily. Chorus booked, Harry Levine. Show played by Les Brown's org.

Bob Hope's first Stern vaudey in seven years. It took a look at the front of the house, despite the price hike. It's a cinch they came to see him and not the flicker, Captain Cramer. Hope and the team, mostly, getting yocks and bellies for even his straight lines. His continual gun chewing was distracting, but not so much that it took away from his work. Coming on unannounced, Hope went right into this is Bob—the gag—Hope and he was in. Even the tired gags about house chicks got 'em. It was like that all the way, giggles, laughs and yocks one stop after another.

Jane Russell, brought on by Hope, sang *Blow Gabriel*, followed by *Lady's a Tramp* in better than expected fashion, to the crowd came to look rather than listen. The latter department the gal showed enough to satisfy. Later she and Hope did a bit, and what happened before was forgotten. The mob ate it up. Hope from comedy to Miss Russell's excellent straightening. They finished their act with a gagged up *I Wanna Go Home With You* and the latter department the Hope went on alone. This time it was heavy nostalgia about his musicals, with excerpts, preceded by a periodic *Excuse Me* and *How's It Hard to Find* for a rousing mixt.

Steve Condoe and Jerry Brandon brought the show to a technical walk-out to Thanks for the Memory, the Hope signature, and a new mob flooded in at \$1.50 each.  
The show took of Les Brown's (17) band blasting out *One of These Days*, with heavy stress on the sax section. One of the sidemen came out for an *Arrangé A Good Man Is Hard to Find* for a rousing mixt.  
Steve Condoe and Jerry Brandon did their hoofing act, with each spooking the other. The latter did their trumpet duet in which Brandon did a Louis Armstrong work. They wound up fast to big hands.  
Bill Smith.

## Oriental, Chicago

Capacity, 3,200. Price policy, 50 to 88 cents. Four shows daily. House booked, Bill McTwin. Show played by Louis Nadel's house band.

Diak Jockey Eddie Hubbard's ABC Club show boasts the best vaude talent of any d. j show caught here. But it could have run smoother if the Ames Brothers, who copped the juiciest mits, would have replaced Herbie Fields' Sextet in the ante spot.

Organist Ken Griffin, Rondo label stand-out, has developed an excellent vaude act, with a different approach to Hammond work, doing a train medley, replete with the whistle and engine sounds, and a fine impression of Jack Benny's "I'm a Housewife" in place of comedy and he grabs his share of laughs.

Nellie Lutchter starts poorly. Does two numbers strictly a Negro standard before launching into her standard celt hits, Real Gone and Brown Frame. The Capitol chirp woe sold hand at the cap.  
The Ames Brothers, four clean-cut young singers, warble well and display much stage savvy. Inject plenty of animation and come into to each number. Vic and Gene, the youngest brothers, pair for an excellent impression of the song-and-dance duos of the early 1930s. Their numbers range from a Negro spiritual done authentically to a mellow Because and closed with their current Coral hit *Disking, Rap Man*.

Herbie Fields' Sextet had a rough job following the Ames's group, but Fields went in with a pyrotechnical flourish on *Lemon Drop* to hold attention. Group sounds better than ever before, with Tubman Tiny Kahn injecting much of the pep into the group. Frank Ross, ex-Krupa train man, is doing the scat vocals. Fields played

## Chicago, Chicago

Capacity, 4,200. Price policy, 50 to 88 cents daily. Five shows weekdays; six shows weekends. House booked, Harry Levine. Show played by Les Brown's house band.

Current package is the best review in seven years. Two of the acts, Billy DeWolfe and Rex Ramer, closed recently at the Empire Room of the Palmer House, where they show did recent six-week business.

Cabot and Dresden always capture local audiences. In addition to some excellent ballroom stepping in all rhythm, the team consistently make with the overhead lifts and whirrs to big applause.

Ramer went into standard impromptu of musical instruments to good meeting. His finale, in which he does Spike Jones's *Cocktails for Two*, broke it up.  
If the met can produce more talent like Mimi Benzell, who's making her local bow here, it will be a new production record for vaude and nifty acts. A Hedy Lamarr-type in a fetching yellow gown, she was a hit from the start. While her colorful pipes did not receive the attention she deserved, it's her sincere talk and cute showmanship that sold her. Her closer, in which she does a review of *Georgioud Pic: The Heires*. Johnny Sappel.

## Orpheum, Los Angeles

Capacity, 2,100. Price policy, 60-65 cents. Four shows daily. House booked, Bill McTwin. Show played by Al Lewis' house org.

All the fire is packed into the latter half of the bill this week. Eddie Peabody, in his second time around since vaude's return here, knocks 'em out in the last 15 minutes with his pot-drawer showmanship, boundless energy and fine banjoing. Seventh spot is competently filled by Buster Shaver, with midget Olive, George and Richard and their standard song and dance routines.

Peiro Brothers, No. 6, display extraordinary juggling feats for top milt-time. Mage and Krier's clever tap routines and smooth execution are solid sellers in the first slot.  
Margarita Moran gets off to a slow start, gains with her think-a-drink trick. Accordon duo Anne and Gene Balaaban lacks sparkle. May-Henry Bulaban lacks sparkle. Curves assist Betty Black in selling her songs. Pat and Willa Levell are okay openers on the slack wire, but would do well to trim the Joe Miller stuff. Al Lyons' org backs acts well.  
Pic, *Blue Grass of Kentucky*. Lete Zhitto.

some excellent straight clarinet on a slow *Man Lou*. Hubbard did an unobtrusive, clean job of emceeing. In his own spot, he did a new pop which he's waxed for Sharp and the cute version of *Chattanooga Shoe Shine Boy*, with a real shine boy beating out the rhythm on Hubbard's brogans.  
Pic, *Quick Sand*. Johnny Sappel.

# Follow-Up Reviews

**LATIN QUARTER, NEW YORK:**  
The addition of Sam Levenson, Sherrier, Landre and Verna and the trampoline act of Arienne and Charley hasn't reduced the pacing or the sight value of the show since his presence. If it still has the speed, the draped and undraped line, probably the most attractive in New York, and it still packs near dollar value.

The big bit of the current show is Sam Levenson, who closes the almost two-hour production. Levenson has minimized most of his gimmicks, making his act more commercial. The rotund ex-schoolteacher just about kills them with his nostalgic yarns about his childhood, comparing it with life as it is today. He builds skillfully, getting top values out of every story. He could have stayed on much longer.

Landre and Verna, dance act, do a wonderful job. The girl, tiny and pretty, is handled with easy skill and grace by her hefty partner. Their lift—*one-armed—get terrific* hands, Arienne and Charley show a tricky trampoline routine, highlighted by hand to hand and shoulder stands out of canvas leaps. LQ, however, has played better looking trampoline acts.

Sherrier, billed as "Europe's most unusual comedy dancing star," fails to impress. Youngster, good-looking chap wearing a squashed porkpie hat and heel-less shoes, Sherrier goes thru a series of novelty turns, which mean little. If he wants to register with an American audience he'll need much more than he showed.

The rest of the show, including productions, remains the same.  
Bill Smith.

**BLUE ANGEL, NEW YORK:** Two new acts, Portia Nelson and Mickey Deems, and the return date of a standard, Imogene Coxe, keeps the current (See *Blue Angel*, N. Y., on page 55)

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**Cafe Society, New York**

(Tuesday, February 22)

Capacity, 200. Price policy, \$2.50 minimum. Shows at 10, 12 and 2. Owner, Lou Louis. Booking, Al Rosen. Publicity, Everett Delvan and Moore. Estimated budget this show, \$1,200.

Along with many New York nightclubs, this club is singing the brown-out blues, and the sparse turnout when caught apparently put a damper on most of the talent. The Deep River boys were the only performers on the hill with enough showmanship to triumph over the small house.

The boys (four singers and a pianist) wisely close the show, since they'd be tough to follow. Teeing off with a bouncy Boogie Home again in Indiana, they segued into a lyrical Scottish tune, then pulled a dramatic mood switch with a dirge-like lament, Where Can I Go, penned by an ex-d. p. Their encore, a mad hatter travesty on a beer garden operetta, delivered with a touch of snickers, scored highest. All the boys have fine big voices and blend neatly, tho' its their warm personalities and assurance which really sell the act. The pianist was equally good, hacking them all the way.

**Gilford Doesn't Care**

Comedian Jack Gilford, usually a funny guy, didn't seem to care. His opening chatter about Manhattan hasenates and the psychanalytical problems of some guy didn't rate more than a series of snickers. Gilford however, didn't hit until his bow-off number, a series of take-offs on boogie-woogie dancers, etched in the same authentic acid as a Steig drawing.

**Miss Harp Not Sharp**

Pretty Martha Lou Harp looks like a Vassar girl, and her lady-like waltzing would go better uptown. She opened weak but showed a quality vocal range and pleasant tone as she played more confidence on a ballad of blues and ballads. The gal has the talent and looks, but she'll have to unlearn before anything happens. The Tony Scott combo (piano, bass, drums and the leader doubling on clarinet and tenor sax) is strong on musicianship, yet commercial enough to back the show smoothly and step out effectively on its own with two hand numbers. June Bundy.

**NIGHT CLUB REVIEWS**

**Minnesota Terrace, Nicollet Hotel, Minneapolis**

(Wednesday, February 23)

Capacity, 450. Price policy, \$1 cover and minimum \$2.30. Friday night, shows at 8:30 and 12. Operators, Nell M. Mesaki, president; Margaret Nichols, manager; James Stehman, room manager; Elaine Ritz, publicity. Estimated budget this show, \$3,500. Estimated budget last show, \$2,250.

Liberace, back to town at a new spot for him, gets them from the moment he walks on until he hegs off 50 minutes later. And he gives them the gamut, from longhair to be-bop, Dixieland and sweet.

**Well Staged**

A master showman, Liberace, white tie and tails, stages his act well. He's a virtual virtuoso, enjoying his vocal enjoyment just as much as his listeners enjoy his music. His soft-spoken, easy-going chatter blends in with the character of the entire presentation. The two or three attempts at vocalizing along with his piano numbers were well done.

After his theme, Spellbound, the opener Little's Concerto in A Major starts him off on a round of music that takes him thru a South Pacific melody, the September Song and a novelty tune. For his first encore Liberace did a Spanish, Jealousy and Tico Tico which got top mitting. From there he went on to requests blended in a medley that ran 15 to 20 minutes. While Liberace is on, the Cecil Goli piece-ork was belated by the pianist's brother, Clarence.

**Mildred Stanley Chirps**

The show is opened by Mildred Stanley, canary out of the ork (and wife of Maestro Golly); who does a quick comic with help from the musicians. She has learned a lot about selling in the last couple of years sitting up on the bandstand with her husband.

Estelle Sloan, tap dancer, is one of the heat to hit this spot in many a moon. Vivacious and well controlled, she spent 15 minutes of tap dancing with a good time, and a good time with their feet. She engineered some very intricate spins and twirls; her tango tap number was wonderful, and she without music hits were near show-stop. The gal showed looks, figure, ability and showmanship.

The ork, three sax, three horns, three rhythm, did a neat job cutting the show and for dancing. Jack Weinberg.

**Monte Carlo, Pittsburgh**

(Wednesday, March 1)

Capacity, 200. Shows at 8, 10 and 12. No cover, no minimum. Owner-manager, Allan Schuyler. Booking, Lou Schuyler. Estimated budget this show, \$1,500. Estimated budget last show, \$1,400.

Billy Gilbert showed in his nitery preem here that he is ready for top Stern houses or any major room using comics. Gilbert wisely put together a strong act before taking his first nitery job, and while the personality isn't so strong as theatergoers always remains, there is the added touch of top-flight comic in everything he does.

Working with his wife, Ella Mesaki, he was in excellent form. Gilbert squeezes laughs out of every line and every situation. The timing, material and room, rocking sneeze routines are all there and add up to a buff act.

The chi-chi crowd that patronizes this room gave a terrific mit to smart song stylist Pacilla Dodge, in the second slot. The girl has a good material and delivers effectively to good returns. The opening spot is held down by Gloria Collins, local girl making her downtown debut in this show. The Bobby Cardello Trio does its usual excellent job in cut-comes of the show. Gloria is a pianist, plays the lullie. Len Litman.

**Copa City, Miami Beach, Fla.**

(Thursday, March 2)

Seating capacity, 700. Minimum, \$4 and \$6. Operator, Murray Weiner; publicity, Irving Berlin. Shows at 8:30 and 12:30. Live show, 8:30 and 12:30. Estimated budget this show, \$23,000.

This room, unveiled it answer to the Beechcomber's Sophie Tucker in Million Berle, whose 2 1/2-hour show rocked the house. Berle, in for 10 days at a reputed 400, has surrounded himself with a hill garnered from his Texaco television show. After an opening number by the Copa line, Berle takes over. He does about 30 minutes, emceeds the show and clown with acts in the familiar Berle manner. The Kansaszaws, a standard Risley act, were followed by Hazel Dawn Jr., whose last Broadway appearance was In Aye You With It. An attractive gal with an obviously trained voice, she is strictly musical comedy, and didn't seem quite at home in a night club.

**Sussie Trumpet**

Leonard Sussie, next on, handles a horn like Harry James, and hits the high ones like "Old Satchmo." His take-off on "I'de McCoo's Sugar Blues, followed by The Anniversary Song and St. Louis Blues, scored heavily. "He encored with the Rital Fire Dance to follow by the Kentucky Hillbillies (four men and a girl) who gave out with the usual rural routine, complete with musical saw. Berle, himself, in their last number dressed in hillbilly costume, was good for belly laughs and got them off to a good finish.

Sid Gary closed the show, and it was what he did, for nothing could have followed him opening night. His rich bar voice and long experience has taught him how to sell a song.

Opening with Without a Song, Gary followed thru with Lucky Old Sun. His impressions of Morton Downey, Jr. had a lesser hit, as he pounded the table. His closing number, April Showers, done in black face, a la Al Johnson, with Berle in for a healthy dose, had the hard-boiled first nighters cheering or more. Dave Tyler cut the show in his usual impeccable manner. Art Green.

**Beachcomber, Miami Beach, Florida**

(Wednesday, March 1)

Capacity 600. Price, \$2.50 & \$4 minimum. Shows at 8 and 12:30. Owner, Ned Schuyler. Booking, Lou Schuyler. Estimated budget this show, \$13,000.

Sophie Tucker returned here Wednesday (1) and the beach trad turned out en masse to greet her. Suffering from a virus infection, she was working under a host of difficulties, but for 40 minutes a loyal and enthusiastic room, crowded to the doors, refused to let her go. She made her entrance swathed in sashes and orchids, and with brand new material interlaced with an occasional oldie, she showed the showmanship she has kept her on top for over a quarter of a century. Make them Say Please, Make Them Say Thanks and That's How We Old Girls Do. It had them shouting for more. Ned Schuyler is still at the piano after 29 years.

Schuyler has surrounded Miss Tucker with a fast-moving show. Billy Vine, in a comedy spot, had them laughing thruout and she hit with his harmonica-playing stooge brought yocks that could be heard across the street. He had to beg off. The Stevens, husband and wife, in a show, still had them gasping with their spins.

Buster Burnell and the June Taylor trio, with new cut-comes and new routines, rounded out one of the best

**Helsing's Vodiv Lounge, Chicago**

Capacity, 200. Price policy, no cover or minimum. Operators, Frank and Bill Helsing. Booking policy, exclusive thru Frank J. Hesel. Publicity, Ben Rosenberg. Estimated budget last show, \$1,200. Estimated budget this show, \$1,200.

Despite fact that current show had no headliner, Al Morgan dropped out suddenly, it runs fairly smoothly. Bill is one of the best-paced here in sometime, but lacks the headliner presence.

Diminutive Margo Gode, a brunette looker in a blue strapples gown, did a group of varied rhythmic numbers. She hit a finale all the way, with a courtship pair of orks. All variations that lived up the second and third choruses of her ditties.

Whistler Minda Lang has developed her throat whistling to a point where she almost sings the words. Gets a terrific amount of oomph into her trilling. Good use of her hands helps to put her over.

Tapster Marvin Boone needs some new and better gag material to click in the comedy slot. The Southern clearer got only mild reaction from his gags. Guy went into high gear when he did a variety of eccentric-and soft shoe stepping, which got good mitting. The hit finale of the night was on his cte blond frau, Dolly Fry, with whom he paired for a series of record-nap routines. Did several Red Ingle Caplin distinctions that were sparked by excellent characterizations by both Miss Fry and Boone.

Billy Chandler's foursome contribution, led by the vocal Bill Chandler, Ork, especially the pianoman, does a very fine hacking job. Johnny Sipfel.

**Jackie Heller's Carousel, Pittsburgh**

(Monday, February 27)

Capacity, 300. Shows at 8:30 and 12:15. Price policy, \$2 cover. Owner-manager, Jackie Heller. Booking, Ben Rosenberg. No-exclusive. Estimated budget this show, \$1,600. Estimated budget last show, \$1,600.

Lorraine Rognan has framed herself a name in mit to be the answer to the red ink epidemic facing the nation's niteries. Modestly budgeted but a lot of entertainment and fair name value, the unit, as presented in its first showing, looks like a real strong commercial property. Lee Davis, comic with the unit, opens but nervously dresses to start for Lorraine's first entrance. She hits them with a few hoff walk-ons and Davis very smoothly turns the stage over to dance team, Enrica and Novello. The team bowed off to a terrific applause, and when Novello started his encore, Enrica faded out for Miss Rognan who came on in a blonde wig, and it wasn't until she did her first comedy bit that the audience dug the switch. The effect was terrific, as the group was brought then and as an extra serving, the dance team and the star hoked up The Clarinet Polka to well deserved applause.

Herman Middleman's ork (5) did their usual competent job in cutting the show. Len Litman.

shows the beach has seen in a long time.

Solid musical support came from Frank Linaie, especially where Miss Tucker was concerned.

Art Greene.

**NORM DYGON and "JR."**

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**002 0022**

HIS LAUGH TONIC COMEDY PITCH

AS CORNY AS GOLDEN HAN AND THE AS VAUDEVILLE ...

\* VAUDEVILLE

\* FAIR

\* CLUBS

AVAILABLE MARCH 18

1230 W. Washington Chicago, Ill.

**002 0022**

HIS LAUGH TONIC COMEDY PITCH

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AVAILABLE MARCH 18

1230 W. Washington Chicago, Ill.



Jim Crow Test In D. C. Watched By Night Spots

WASHINGTON, March 4.—A court trial of an ancient anti-Jim Crow law applying to nightclubs and restaurants will be decided next month in the wake of a case filed by D. C. authorities.

The legislation which was enacted in 1872 bans segregation in D. C. eating places. Since all night clubs and bars are required to serve food, the law refers equally to them if held valid.

BLUE ANGEL, NEW YORK

show running at the new variety with comedy and vocal effects.

Portia Nelson drum-thumped as Jane Russell's protégée, showed a rich, ruddy light and clear in the upper register and strangely moving in the low and middle registers.

Michael Dester, out of Allie and Kicking, showed a style more suitable for the more heavily commercial cafes than the Blue Angel. He works like many other comics, on his fresh and good looking.

SIMPSON UNIT OPENS

ority to the Olsen and Johnson show of the title, and last year was able to put two units on the road for about eight weeks each during the indoor season—Hit the Roof and Bottoms Up.

CLINTON HOTEL

10th BELOW 100 OUTSIDE ROOMS from \$2 DAILY SPECIAL WEEKLY RATES HOUSING LEASING APARTMENTS

COMICS, M.C. ENTERTAINERS, Etc. BE FUNNY FOR LESS MONEY!

Send only \$5 for 3 complete packages containing the latest, funniest and most popular 30 ditties plus 5 great new monologues, 30 ditties, 4 parodies, plus 2 skits.

LAUGHS UNLIMITED

We write special material, songs, etc., to order. Reasonable prices. Send for new price list.

Who Takes the Rap for Bad Stem? B. O. Slumps to 328G

NEW YORK, March 4.—The sorry picture of dwindling grosses was again repeated in the over-all takes of the combo Stem houses last week which showed \$328,000 against the previous week's \$381,000.

Radio City Music Hall (6,200 seats; average \$128,000) opened to a bad \$115,000 for its tee-off with Vic and Adio, Lee Marx and Stage Frigate.

Roxy (6,000 seats; average \$78,000) exited with \$50,000 for its second and final week with Allan Jones, Ray and Betty Keen and When Willie Comes Marching Home.

Capitol (4,827 seats; average \$56,000) took in \$61,000 for its oper...

with Blue Barron or Benny Fields, Gene Sheldon and Malaya. Paramount (3,654 seats; average \$71,000) finished its two-weeker with \$50,000 for Johnnie Johnston, Li-Romay, Boyd Daeburn and Paid in Full.

Strand (2,700 seats; average \$49,000) continued \$35,000 for its second week with the Latin Quo-ter-so, Joey Bishop and Chair Lightning after a preem of \$55,000.

Palace (1,700 seats; average \$17,000) brought it up to \$17,000 on an eighth week with Slim Timbling the Marvellos, six other acts and Father Is a Bachelor, against the previous week's \$12,000 for a six-day week.

IN SHORT

New York:

Charles Trenet is set for the Blue Angel, March 28. . . . Jim Wallace writes from Miami that business "is so bad around Miami that the 10 per-centers have all become 20 percenters."

Pittsburgh:

The Deuces Wild, now playing at the Midway Lounge, formerly the Carnival Lounge, were faced with a two weeks' notice for the first time in their three years of existence.

Hollywood:

Roy Mack, stage and screen producer, has been invited to select cast of "Red, White and Blue," all-veteran, legit revue being sponsored by National American Legion.

Arthur Silber, president of the California Theatrical Agents' Association, is negotiating a deal for members, sub-agents and employees to launch a group insurance and hospitalization program.

Here and There:

Ex-football player Nick Campopreda has become a partner with Tom Shaw, Moe Levy and Lou Baumel in the operation of the Club Charles, Baltimore.

Spencer Directed To File Contracts With Cincy AGVA

CINCINNATI, March 4.—Bob Edwards, national branch manager of the American Guild of Variety Artists, with headquarters here, today denied that he had filed the charges against Joe Spencer, Indiana vaude booker, as reported in last week's issue of The Billboard.

Agency were made by the advisory board of the Cincinnati AGVA branch, and not by me," Edwards said. Also, in the decision handed down by the AGVA arbitration board, Spencer was directed to file contracts for all engagements with the AGVA office in Cincinnati.

COMEDY MATERIAL

For All Branches of Theatricals FUN-MASTER "THE ORIGINAL SHOW-BIZ GAG FILE"

IT'S THE SAME OLD SHILLELAGH Bad material that you need to CELEBRATE PADDY'S DAY.

ROOMS WITH BATH REASONABLE RATES

MILNER & EARLE Hotels COAST TO COAST

DANCE TAG

Non-transferable FITS THROUGH THE BUTT HOLE - IT THEN IS LOCKED SECURELY...

good reasons See page 72

SENSATIONAL SONG PARODIES

Original material, written by an established writer who specializes in good solid title club parodies.

MANNY GORDON

517 W. North Ave. Milwaukee 5, Wis.

SCRIPTS AND LYRICS

Do you need them? Do you need a lyric or your special act? Do you need a comedy or a gag file for radio, television?

AMY SHARRON 12 W. 72d Street NEW YORK, N. Y.

## Mayor Accepts New Reg. Code's Stiff Reforms

NEW YORK, March 4.—Mayor O'Dwyer accepted in full Wednesday (1) the recommendations of his advisory committee on the theater, which have been existing local legit ticket gouging reform proposals for a long time. The committee's report calls for direct policing of legit ticket sales by the city's license department, a summary suspension or revocation of licenses for violations either by brokers or theater licensees. The new regulations, which are in essence amendments to the old theater code of the League of New York Theaters (LNYT), go into effect immediately.

**Code Revisions.**  
The new set-up obviously bans all resale charges by brokers above the 75-cent premium allowed by law as in the past, but it likewise puts real teeth into the enforcement of the code by demanding written records of all transactions on the part of both the licensee and the theater broker. In the past, brokers are forbidden to steer customers from b. o. windows or to sell in or about theater lobbies, nor are they allowed to employ outside representatives at the sold windows. However, there are half a dozen new provisions which will further tie the hands of any rascal with an eye on a scalping dollar: (1) In the event that there is no satisfactory explanation for too consecutive a loss of ticket exchanges in one direction between two brokers, the license commissioner can limit such brokers to exchanging no more than one ticket for orders; (2) all tickets in a broker's possession for resale must carry the printed b. o. tariff plus an endorsement by the theater operator, increasing the total premium price (75 cents plus federal tax); no broker can resell a customer's ticket in the second show in order to get tickets for the one he wants; (4) tickets expressly forbidding resale cannot be offered directly for resale, unless such restrictions are modified by the theater operator; (3) a separate record must be kept of all charge orders, giving the name and address of each customer, names of theaters, dates of performances and the number and full name of the tickets sold for each; (6) bills sent to such customers must contain similar full information, and a duplicate retained by the broker for at least one year.

**Prohibitions.**  
For theater operators, new amendments to the substance of the LNYT code prohibit: (1) The sale or consignment of tickets in person by a broker not licensed by the commissioner of licenses; (2) the delivery of tickets to b. o. window customers on the order, telephoned, or otherwise, of a licensed broker, without an indelibly stamped indication of the theater name and date of sale on a broker's order. Otherwise, regulations pertaining to the theater operators remain substantially as before. They are hereby compelled, of course, to keep the license commissioner informed as to the number and locations of tickets allotted to brokers and maintain complete weekly records of the number of all tickets sold, consigned or distributed to any other person or organization for a fee or bonus to a broker for selling or dealing in his tickets, and no operator or his employee shall accept any commission or gratuity from a broker on the basis of the number of tickets sold or furnished him. Nor shall any operator employ a broker to buy tickets for any production in order to obtain them for another.

**Penalties.**  
As stated above, a violation of any rule of the new code will constitute cause for departmental action. However, neither broker nor operator will be held responsible for the acts of his employees unless a violation is proved to have been committed with his "knowledge, consent, connivance or advice."

Chairman James Sauter this week described as the committee's recommendation as a tremendous step toward the protection of the ticket-buying public and cure of a situation which has increasingly hurt legit show business for a long time. He admitted, "and it puts real teeth in what has been a more or less unenforceable gentleman's agreement. Now every time a seller or concert promoters alike will be a matter of written record. There can be no excuse for not producing data, when called for by the license department." License Commissioner Edward T. McCaffery said this week that he would apply to his own department, if necessary, for additional inspectors for enforcement of the new regulations. Commissioner of Investigation James H. Shields announced that his office would continue its check-ups on agencies and theaters to insure the code's effectiveness.

## Library Theater Review

### DESIGN FOR LIVING

Grand Order, February 25

### LENOX HILL PLAYHOUSE

A comedy by Noel Coward. Directed by Derrick Lynn-Thomson. Settings by Sheldon Brown. Cast: Leonid Kinskey, Robert Wylie. Production stage manager, A. Redmond. Music by Maxine Christensen. Set Designer, Eric Hestie. Presented by the Equity Library Theatre.

**Credits**.....John Wasmere  
Emmett.....Harold Webster  
Ellis.....Richard Stratton  
Lee.....Derrick Lynn-Thomson  
Morgan.....John H. Johnson  
Widge.....Frank Reynolds  
Gray.....Barton Byles  
Helen.....Maxine Christensen  
Hunt.....Pauline deCrocker  
Hunt.....Laird Larraie

Time has not dulled the wit of a w

if in Noel Coward's *Design for Living*, as the Equity Library Theater (ELT) program, is a splendid production.

*Design's* intricate pattern of the ee people helplessly in love and taking turndout is flecked with brilliant (See *Design for Living* on opp. page)

## Sides and Asides

### "Heart of Matter" Postponed Till Fall After Hub Test

The greater expectations of "The Heart of the Matter," a drama by Graham Greene and Basil Dean, based on Greene's novel of the same title, were not fulfilled at its Boston world premiere Friday (24). The play will have a long reception from the local reviewers, and the amount of rewriting indicated moved producers Richard Rodgers and Oscar Hammerstein to close the play Saturday (4) a week ahead of schedule, and to cancel the intended Broadway opening. They have announced that they hope to present the play in New York next fall.

### ANTA Angles for Lease of D. C. Strand

With plenty of details apparently still blocking the consummation of a lease of Washington's Belasco Theater from the government, the American National Theater & Academy (ANTA) has meanwhile put in a bid for the Strand, a pie-house owned by the government. The Committee of Theatrical Producers (CTP), which has come to its aid, have already pledged \$65,000 of the total. Since no one seems prepared to say how soon the Belasco can be taken over, the new season is thought on non-segregation basis.

### Walton Inked for "Pacific" Road Company

Ray Walton, currently of "The Rat Race," which shuttered Saturday (4) at the Barrymore, has been signed for the national "South Seaside" company. Walton will play the intoced Seabee created by Myron McCormack of the new troupe.

### City Center Set Till '55; Evans Due Back

With its lease by New York City renewed for another five years, City Center is already laying out a 1950-1951 schedule. It appears that Maurice Evans will again present the New York City Theater company for a six-week run and spring span of three plays each. The City Center's own troupes of songbirds and balleters will also have their usual slots in the new season's set-up.

### La Clarke Steps Into Stem "Detective" Fem Lead

Lydia Clarke, who has been on the road with the recently closed "Detective Story," has been signed to take over the fem lead slot in the New York production. She replaces Anne Burr, currently hospitalized with an attack of jaundice. Miss Burr has been out of the cast for two weeks, and a spokesman states that "Detective" management is doubtful that she will return. The actress has been in an awful lot of trouble since she came to New York, and it is likely that her doctors will prescribe a long rest after she leaves Beth Israel Hospital.

### 600 at Equity Session To Pick Nominals

Six hundred members turned out Friday (3) for Equity's third quarterly meeting at the Hotel Astor. In top order, agenda was the election of six representatives to the council, council representative Dennis King, Barbara Robbins and Lorning Smith, on the nominating committee for the regular ticket to be submitted to membership at the annual meeting in June. Reuben Rubin's resignation was also discussed. Among other important resolutions, such as an indorsement of a revival of the annual "Equity Ball" and a recommendation that council members, absenting themselves from any association with the union, resign. Membership asked its governing body to suggest that the Associated Actors and Artists of America approach the city for the use of the City Center as a headquarters for all theatrical unions, and that it be done. A vote was taken and the city has just renewed a five-year lease with the temple's present occupants, the motion seems somewhat belated.

### Penn. Halpern Plan Silo Musicals Under Canvas

Robert Penn and Mortie Halpern will open a 12-week silo season June 16 on Somers, N. Y. The project is called the Westchester Musical Fair and calls for vaudeville presentations under canvas—evidently a similar operation to the musical circus pioneered in Lambertville, N. J., last summer by St. John Terrell. The opener skeds a revival of the Maxwell Anderson-Hart West musical, "Kriegerbocker Holiday." Subsequent weekly bills already set are "On the Town," "The Merry Widow" and "The Chocolate Soldier." Burl Ives, Susanna Foster and Wilbur Evans are already on the list of guest artists. Felix Brentano will be in charge of the staging chores.

## "Disciple's" Better Than Ever After Move to Stem

NEW YORK, March 4.—The Devil's Disciple just goes to show that art for art's sake occasionally does pay off. A group of top-flight actors work for peanuts in a poppy-flecked, old-fashioned, over-sized comedy-melo for two weeks at the City Center—and break all legit b. o. records there. Now their production is being staged at a troupe it of the stage of the Royal Theater—an entrant in the Stem season's commercial sweepstakes at regular Broadway tariffs of around \$1000 a week.

As The Billboard reported on its January 9 "preem night at the City Center, *Disciple* proved that the maestro's 30-year-old vintages keep getting flavor, that Margaret Webster's revision of the original three-act script into two stanzas added to its emphasis and playing speed, and that the cast, which Margaret Webster's score was excellent, with every supporting role solidly filled. It can now be reported that in more intimate surroundings—in a house about a third the size of the City Center—and with excellent acoustics, matters are better than ever. It is also obvious that the three-disciple threesome playing together, has shaken out any small kinks, and Miss Webster has been able to point-up every scene with gratifyingly effective comedy turns-up. It is sharpened performances, slick comedy timing and over-all vast good fun. Messrs. Aldrich, Myers and Fleischnan are to be congratulated on their cannyness in sponsoring the revival's Stem move. *Disciple* blooms in its new showplace.

### East Top-Flight

Maurice Evans is in his best form as the young reprobate, Dick Dudgeon, who prides himself on ungenerancy, is a confirmed moralist" at art. It is a wonderfully intelligent as the minister who finds a patriot's unionism is him better than a preacher's cost, and Marsha Hunt brings great charm to the use of Shaw's really wonderful, rib-tickling heroine. But of the four co-stars, it is still Dennis King who practically steals the last half of the show with a really wonderful, rib-tickling portrait of General "Gentleman Johnny" Burgoyne. King was pretty fine on the revival's opening night, but repeated playing has sharpened his timing to practical perfection, not a point or laugh is lost nor an entrance to an exit. Burgoyne is his dish, and the best thing he has (See *Disciple's Better* on page 58)

## ROUTES

### Dramatic and Musical

Ballet de Paris (Blackstone) Chicago.  
Blackstone (Blinger) Chicago.  
The Good Hope (Chicago).  
Brigadoon (Lyric) Alhambra, N. J. (Bajah)  
Reading 9-11.

Ballroom de Monte Carlo (Royal Alcazar)  
Toronto.

Comed. The (Shubert) Philadelphia.

Dead, the (Bancroft) Philadelphia.

Diamond Bill with Mae West (Hartman) Columbia, O. (B-2)

Drift (Chicago) 8-11.

Hays, Helen (Shubert) New Haven, Conn.

Hi-Lo (Harcourt) Boston. (Macle)

Hall Kansas City, Mo. 8-12.

Inside U. S. A. (Metropolitan) Providence, R. I. 6-8;

John, Steve (Grand Northern) Chicago, 8-12.

John, Steve (Grand Northern) Chicago, 8-12.

Len, an Art (Shubert) Boston.

Let's Face It (Shubert) Boston.

Man Who Came to Dinner (Curtain) San Francisco.

Man of the Moment (Curtain) Detroit.

Oklahoma (Majestic) Wichita Falls, Tex. 8-8.

Philly (Lyric) Philadelphia.

Philadelphia Story (Shubert) Los Angeles.

Philly (Lyric) Philadelphia.  
Street Car Named Desire (Plymouth) Boston.  
The Merry Widow (Metropolitan) Philadelphia.  
That Lady, with Katharine Cornell (Americas) St. Louis.

Off-Broadway Review



BROADWAY SHOWLOG

Performances Thru March 4, 1950

SADIE IS A LADY

(Opened Friday, February 24)

SECOND AVENUE THEATER
A musical comedy by Louis Preeman...

- Miss Picon, Music by Joseph Rumshinsky...
Sue, Mrs. Picon...
Hattie, Her Cousin...
Ray, Martin Green...

DANCERS (Girls)—Rhea Sheff, Irene Zolnowska...

Molly Picon, to mention first things first...

great, versatile comedienne with a verve and sparkle...

Jacob Kalich's adaptation has left just enough plot to keep matters going at a happy clip...

She Throws Away the Book
But the plot always makes room for Miss Picon...

Around Miss Picon is an excellent cast, many of them holdovers from the first production...

To an uninitiate, the comedy may seem broad; the music, a strange mixture of East and West...

DRAMA

Table with 4 columns: Title, Genre, Perfs.
All You Need is the Good Break...
Amor et Morte...
As You Lie It...

MUSICAL

Table with 4 columns: Title, Genre, Perfs.
Arms and the Girl...
The Cowboy Party...
Kiss Me, Kate...

ICE SHOWS

Table with 4 columns: Title, Genre, Perfs.
Honey, Mr. B...
The Rat Race...

DESIGN FOR LIVING

(Continued from opposite page)
colors and styles ranging from delicate slurs to great guffaws...

Sheldon Thompson's drapery setting is a carefully executed...

Broadway Review

NOW I LAY ME DOWN TO SLEEP

(Opened Thursday, March 2)

BROADHURST THEATER

- A play by Elaine Ryan...
A play by Elaine Ryan...
A play by Elaine Ryan...

Not being familiar with Ludwig Bemelman's novel...

Against his amorous diodes is pitted the will of a primly inhibited British...

Denouement a Shock

The Ryan yarn calls for the cattle tycoon's retreat from Biarritz, where the kingpins of the wars...

Obviously, such matters are paper-thin as to plot and have been treated (See NOW I LAY ON page 58)

Out-of-Town Review

THE CONSUL

(Opened March 11)

FORREST THEATER, PHILADELPHIA

A musical drama in three acts by Olan-Carlo Horowitz...

Having linked the Broadway stage to the Metopora format so successfully with The Medium several seasons ago...

Desperate People

In the auto-composer-director's own words, Consul is the story of a desperate people defeated by the inhuman machinery of a consular office...

Patricia Neway as the wife of the political fugitive...

Menotti's staging is as skillful as his scoring and Horace Armistead's two settings maintain the mood...

PRODUCERS

Book your show in the NATION'S CAPITAL Washington, D. C.

At the new legit theater now available. Put this show on your itinerary.

JAY J. HORNICK
Care J. HIRST ENTERPRISES
801-05 N. 7th Street, Philadelphia 23, Pa. Phone LOmbard 3-0758

## Burlesque

By UNO

CRYSTAL AMES, following feature bookings in Union City, N. J., Newark, and other Hirst Circuit towns, has opened at the Samoa, New York, for an indefinite stay. Winkle Garrett and Darryl Orlando recently closed there. . . . Moe Costello is managing the new all-Negro cast of "Tobacco Road." Back stage manager Walter Fisher is a long-time principal with the white "Tobacco Road" troupe. . . . With Hirst units rapidly closing early in the season and houses changing to stock the cream of the principals will be shifted to the Empire, Newark, and the Hudson, Union City, N. J. The top poles apply to wealth and the financial storm better than the rest. The Hudson, week of March 12, has as features George Sothorn, Jerry Cowan and Irving Harmon; March 19, Lana Bari, Lavodis, Billy Ainsle and Dick Richards; March 26, Mike Sacks, Alice Kennedy and Billy Hayes; April 2, Victor Welles and Charlie Robinson. Re-engaged at Ed Schwab's Third Avenue, Portland, Ore., are Betty Dickson, straight; Barbara Sings, burlesque dancer; and Frank Newman, straight. Jack Hayes, producer-comic, is in his 10th week here. . . . Zucca's, burly niter in Culver City, Calif., was put out of commission by a February 19.

EVELYN TAYLOR, who opened March 5 at the Orpheum Philadelphia, was shaken up and her mother suffered a sprained neck when their car skidded and hit a tree recently near their home in Westchester, N. Y. . . . Gayety, Columbus, O., got front-page daily publicity February 23 thru the stripping of a lobby picture of Sedie Jones and dance manager, by three Ohio Wesleyan University freshmen fraternity pledges. They were captured subsequently after a chase by police and fined in court. . . . Arthur Clambert is moving his Detroit burly opera-

# CBS Can't Clear Enough TV Outlets, NBC Snags Bob Hope

NEW YORK, March 4.—Inability of CBS to clear time on enough TV outlets this week cost the network the Frigidare Easter Sunday special show starring Bob Hope. Instead, the account is going to NBC, which cleared the 5:30 to 7 p.m. time for the program which is to mark Hope's TV debut.

CBS originally had the Frigidare order, but the Foote, Cone & Belding

## RCA Will Buy Hour on NBC

NEW YORK, March 4.—RCA Victor is planning to buy an hour-long daytime show to air over NBC Saturdays from noon until 1 p.m. Both companies are subsidiaries of Radio Corporation of America.

RCA Victor will use the time for a kid show to plug its special Walt Disney model of the 45 r.p.m. player. What's holding up the deal, however, is the difficulty of clearing time on NBC affiliates, since many of the stations have locally sponsored newscasts on the air at the noon hour.

The agency is J. Walter Thompson.

Agency. However, the order, it is understood, was contingent upon CBS clearing the time on enough outlets last Friday (24) and there were a number of stations CBS couldn't arrange. When NBC cleared a long list of stations, totaling around 22, it got the firm's order.

CBS has been clipped several times by the same time schedule trouble. The Frigidare instance represents a double disappointment, since the account anticipates three or four such special holiday telecasts, and it is likely the odds will favor the well-clearing time for the original broadcast, that of Easter Sunday.

## CBS To Peddle Revamped 'USA'

NEW YORK, March 4.—Plans are in the works to revamp Inside USA so that it may be sold as a low-budget television package next season. The revue is being dropped by Chevrolet, which has March 16 telecast over CBS-TV.

Revision of the show would undoubtedly mean that expensive talent such as Fred Goetz and Gail Patrick not be used on it. CBS has an option to peddle the package.

## NOW I LAY

(Continued from page 57)

so. But there is considerable fun in the bizarre nonsense engendered by the general's amoral self-indulgence, and it gives Frederic March a field-day opportunity to paint a lively portrait of a commander who, though iron-tasting hedonist, March's tycoon is a childishly lovable fellow—selfish and shallow—but capable of moments of nobility and wit that really well down. Likewise fine is the stuffy prim governor of Florence Eldridge, who never has walked in childhood memories of a outgrown English girl; and the pompous, pompous contributions also from Henry Lasco as a peppery Gallic chef, and from Milton Parsons as the great, man's walk; Rick Carson comes off with credit as an Indian servant, and Stefan Schnabel has a good character moment or two as a benign overseer. It is possible that Sleep may get a commercial play on the basis of the March-Eldridge names and performance, but it seems from this new too fragile for sustained competition. Bob Francis.

## NO BIZ LIKE SHOWBIZ

(Continued from page 3)

the year on which annual earnings were computed. This figure contrasts with the 1948-49 average of \$20,000 per \$2,396. Only farmers with an average income of \$1,250 and domestics with an income of \$1,896 trailed showmen in earnings among major industry groups.

Of the male workers in the amusement field, 18.8 per cent had incomes of less than \$500 for the year 1948, with 30.2 per cent earning less than \$1,000. Nearly half, 44.9 per cent, made under \$2,000.

At the beginning of the wage scale, 10.1 per cent earned in excess of \$10,000; 5.1 per cent between \$6,000 and \$10,000; 3.6 per cent between \$5,000 and \$6,000; 2.6 per cent between \$4,000 and \$5,000; 12.8 per cent between \$3,000 and \$4,000, and 24 per cent between \$2,000 and \$3,000.

## THE COUNSEL

(Continued from page 57)

spoken lines, The Consul adds materially to the musical laurels which the author has earned since first producing *Amelia Goes to the Ball*, while the music is the faculty at the Curtis Institute of Music. Maurice Orendaker.

## Magie

By Bill Sacks

NOEL LESTER (The Great Lester) is still laid up at his home at Snyosset, Long Island, N. Y., with an injured foot sustained recently when he fell off of a platform on which he was performing. . . . Arthur Schalek, Montreal magic enthusiast known to virtually every pro magician who reads this column, is his old self again after an eight-month illness with a stubborn ticker. . . . T. R. Williams typewrites from Akron that he will be in town for a week at the Theo and Company and carrying 15 people and much heavy equipment, will soon begin an extended tour under the direction of Lew Platt, Akron agent. . . . Joe Kara has just concluded a two-weeker at Montreal's Savoy Club, while Louise Ferry has just finished a week at the Gayety Theater, that city. . . . Justin the Magician (Justin F. Ratterman) is keeping busy in the New York and New Jersey area on bookings arranged by Walter F. Macallister Associates, Newark. Writing under recent date, Justin says: "Enjoyed being engaged with the best of the better-known old-timers in magic, Long Track Sam. We sat for two hours with Jack Miller and Carl under the direction of Lew Platt, New York, to mull over magicians of the last half a century. I learned recently that there is another Justin Ferry just finishing a week at the West Coast. Was a guest recently of Dick DuBois at his television show, "Magic in the Air." Television is doing a lot of good for magicians popular but most of the better magi have kept away from tele dates mainly because they do not see eye to eye with television producers on the pay." . . . Landrus the Magician is back in Corpus Christi, Tex., for a string of return engagements in the area. He is his boss. He takes off soon for Houston to play school dates.

JOAN BRANDON, who since her recent return from Caracas, Venezuela, has been trekking westward across the country playing the part of a two-act star. Her show, opened at the Orpheum Theater, Los Angeles, March 1, for a week, and March 9-15 is seen at the Orpheum, Los Angeles. On February 20, Miss Brandon flew from Des Moines to Washington to appear in the first color television demonstration for the Federal Communications Commission by Color Television, Inc. Besides her salary, the tele contract called for all expenses, including transportation, to and during her stay in Washington. Following the broadcast she flew to Denver for an engagement. . . . The Yankin Club, a two-act star, resident at Andre's 700th Club, Syracuse, after several months in hotels and series of engagements in New York and New England. . . . Russell Swann winds up a fortnight's stay at the Normandie Roof of the Mount Royal Hotel, Trenton, N. J. . . . Kim Yan Soo and Company, all-Chinese magic revue, opened February 27 at the York Hotel, Montreal, for a two-act star. . . . Alexander has moved with his crystal ball to the Rigadom Room of the Edgewater Hotel, Madison, Wis., where he is playing a two-act star. . . . The cigarette magician, is working the Wisconsin territory with an International Harvester unit. . . . Ward is working the Wisconsin territory with Benny's Fox's Star-Spanpered Circus working hospital shows in the Texas country after a swing thru Florida and back to the head of the parade.

Reading my note, I am working around Reading with my clown magic turn, while regarding about two dates a week. Expect to go out with a circus the coming season."

## MAGICIANS

GREATEST GIMMICKET EVER INVENTED  
ONE HAND, FINGER TIP COIN VANISH  
Non-magic, not a book case, no electric pull thread, hair or wax used. EASY TO DO. . . . Best of health, no strain, no finger tips, instantly vanishes—Hand tricks and sleight of hand, no cards, no on any desired place. Full photo instructions and apparatus. . . . Write for price list to buy. ONLY ONE DOLLAR! surplus quantities of attraction. Dealers write for Wholesale.

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P. O. BOX 348 SOMERVILLE, N. J.

## FOR RENT THEATRE

Dayton, Ohio, downtown  
Population 150,000. Very large. Just reelected 100 seats. Fully equipped screen theatre. . . . Write for complete information. . . .  
PHILIP L. BRADFORD  
545 Fifth Avenue New York 17, N. Y.

## SPEED DERBY WALKATHON

Opening March 17th, Friday, Westbury, L. C., containing Amateur, Oldtime, Moon, Muffin, and other contests. . . . Write for complete information. . . .  
1621 N. Claiborne

## WANTED Exotic Dancers and Strips

For Theatre in MAINE to CALIFORNIA.  
MILTON SCHUSTER  
137 North Dearborn St. CHICAGO 2, ILL.

## tion back into the Gayety March 16,

replacing the 70-year-old Avenue, which is to be torn down. . . . Ned-Jan, Kenny Bern and Francis Blair are now at the Garden of Allah, Seattle's finest. . . . Madeline and Herbie Barris art at the Folly, Kansas City, Mo., now playing a combo vaude-burly policy. . . . Harriman is the difficulty of clearing time on NBC affiliates, since many of the stations have locally sponsored newscasts on the air at the noon hour.

Charmaise is featured. . . . Hirst unit principalized by Joe DeBris, Eddie Innis, Dudley Douglas, Betty Brooks and Shelley Lane disbanded at the Casino, Boston, March 2, with Debra and former the Cash, Toronto, opening March 16, and Innis to the Palace, Buffalo the same day.

## 'DISCIPLE'S' BETTER

(Continued from page 56)

done in years. Support-wise, bows still go to the contributions of Hilda Degen and former the Cash, Toronto, Ian Martin's sergeant, Betty Lou Holland's bedeviled waif and Logan Ramsey's morose brother. Peter Wolfe's rincey contumacious Elinore Roche's costumes project more effectively than ever in the more intimate house.

Let the cognoscent who will, label Degen a Shavian author. It still boils the steam for a solid Stem run. Bob Francis.

## Minstrels Costumes and Accessories

CIRCULARS FREE  
Dance-COSTUMES-CLOWNS  
For all other costumes. Get in touch with  
THE COSTUMER  
306 STATE ST. SCHEENECTADY, N. Y.

**ABBOTT**—Mrs. Mabel, 78, former music instructor and widow of Donald Abbott, orchestra leader featured at Columbus, O. hotels and restaurants some 20 years ago, recently in Deloitte Hospital, Columbus, of injuries sustained when hit by a taxi.

**AKEMAN**—James W., 71, father of Theodore J. Akeman (Ted La Velda), owner of Akeman's Circus, February 19 in O'Reilly's Hospital, Springfield, Mo. He also leaves his wife and three daughters. Burial in Lincoln II.

**BAKER**—Mrs. Elenora L., 65, wife of E. G. (Cannonball) Baker, well-known race driver in the early 1900s, February 25 in Wilcox, Ariz.

**BAUR**—Franklyn, 46, former tenor in the Ziegfeld Follies and with radio's Rogers Quartet, February 24 in Brooklyn, N.Y. Formerly a church singer, he joined the Shannon Quart, later known as the Revelers Quartet, which played radio network in the 1920s. Baur was the original "Voice of Firestone" from 1929 to 1930. A sister survives.

**BEAUB**—Raymond W., 55, composer, teacher and conductor, February 28 in Cleveland. He was once the assistant conductor at the old Knickerbocker Theater, Cleveland, and wrote such tunes as *Lovable Sue*. Later he served as arranger in all *Low* shows in Cleveland. His widow survives.

**IN MEMORY**  
Of my beloved Husband  
**L. H. (GIGGS) BOWE**  
Who passed on March 4, 1946.  
Lillian M. Wife,  
MABEL

**BRALEY**—Albert E., 80, veteran showman, February 18 in Indianapolis. Survivors include his wife, Archede, and a brother, Leslie. Burial in Forest Lawn Cemetery, Indianapolis.

**BRYKAN**—Thelma, 44, who appeared in musical comedies some years ago with her father, Teddy, and sister, Buehla, February 14 in Deadwood, S. D. He is survived by his father, Harry Evans, Bud Brownie, Bill Waldman, Fred Carmello and Larry Waldman.

**CALDER**—Edward, 46, radio station manager, February 17 in Los Angeles.

**CASSELL**—William A., 50, former publicist and liaison officer of the Philco Radio & Television Corporation, February 23 in Cincinnati. His widow and three children survive.

**CLARK**—W. E., Memphis, father of Mrs. Reland Hoge, of Magic Empire Shows, February 20 in St. Augustine, Fla.

**IN MEMORY OF**  
**CHARLES A. CORUM**  
**JULIA V. CORUM**  
His Beloved Parents  
March 10, 1927 to 1947  
Memorial Park Cemetery,  
Kennesaw, Ga.  
God bless You, my darling! I love You.

**REX HERRON**

**COUNEY**—Dr. Martin A., 80, incubator baby supplier who exhibited at many fairs and expositions, March 1 in Brooklyn.

**DERMODY**—Mrs. Marie Sheeran, wife of Harold G. Dermody, pianist and orchestra leader, February 27 in Bridgeport, Conn. Burial in St. Michael's Cemetery, Stratford, Conn., March 2.

**ELDRIDGE**—Albert, 64, former band pianist and songwriter, February 23 in St. Louis. He was once a soloist with Paul Whiteman and Isham Jones. (See *Outdoor Department* for details.)

**EVEN**—Sam Jack, 68, one-time general manager of the Cotton Palace, Waco, Tex., and for many years secretary-treasurer of various carnivals, recently in Houston.

**FARLEY**—Mrs. Marie Theresa Morgan, 88, mother of stage, screen and radio actor Morgan Farley, February 28 in New York.

**GELHAUS**—William A., 79, organizer and developer of the Keansburt

# THE FINAL CURTAIN

(N. J.) Boardwalk, March 1 in that city. (See *Outdoor Department* for details.)

**GRANATO**—Lawrence Sr., 59, Dayton, O., songwriter-publisher February 28 in that city. His writings include the march, "We've Raised the Flag of Liberty" and the pop, "Lovers by Little (I'm Falling in Love). Survived by a son. Burial in Passaic, N. J.

**HANCE**—James T. (Red), widely known pitchman, in St. Mary's Hospital, Montreal, February 20. His widow, Mary, survives. Burial in Pines des Neiges Cemetery, Montreal, February 23.

**HANSON**—John P. T., 58, who with his brother, Harold, operated the Pines Restaurant, Newton, Conn., for the past 15 years. February 26 in Waterbury (Conn.) Hospital. He also leaves his wife, Lily; two daughters, Mrs. Thomas Goodman and Greta, Newton, and a sister, Mrs. Marie Knierien, Denmark. Burial in Newton February 28.

**George W. Hartley, Jr.**  
In loving memory of our Son and Brother who passed away March 13, 1946.  
Our sorrow will never cease.  
Mother, Dad, and Sister Irene

**HEBREW**—Joseph S., former division manager for Warner Bros. Pictures for the Pennsylvania, Maryland and District of Columbia territory, February 26 at his home in Brookline, Pa. He was associated with the theater business for 35 years and formerly owned the Boulevard Theater in Brookline. His widow, Bessie, survives. Burial in Philadelphia February 28.

**HOLMES**—John Merrill, 60, stage and screen actor, February 27 in Hollywood.

**ISHLER**—Domer Stanley, ride operator for 17 years and head of the shows bearing his name, February 19 in St. Louis.

**KING**—Charles E., 77, former composer and publisher of Hawaiian music, February 7 in Elmhurst, L. I., N. Y. His widow and daughter survive.

**LATTA**—Mrs. L. M., mother of L. M. (Bill) Latta Jr. of the Cargis Productions Company, New York, and sister of Eddie Jackson, on advance with the Ringling circus, February 28 in Goshen, Ind.

**LILLY**—Richard Phelps, 80, veteran minstrel entertainer, February 22 in General Hospital, Philadelphia. Well known as a pianist, Lilly was musical director for the John J. Carnross Minstrels before he joined Frank Dumont's Minstrels. Later he was with the Emmet J. Cannon Minstrels in Laurel Hill Cemetery, Philadelphia, February 27.

**LOGAN**—John G., 78, former sport and drama editor of *The New York Herald Tribune* and veteran newspaperman, February 24 in Cooperstown, N. Y. He was formerly drama

and society editor on the old *New York Herald* and continued in that post with the newspaper's merger. His widow son, sister and other survive.

**MOSS**—Paul, 70, New York city licentiate, died from 1934 to 1946, February 25 in New York. Since 1948 he had been managing director of the New York City Center. With his brother, B. Moss, he built a chain of 23 theaters, later absorbed by Radio-Keth-Orpheum. He also produced five-reel films and a number of short and dramatic plays, including *Professional and Subway Express*. He was a founder and member of the board of managers of the Theater Guild and a life member of the National Showmen's Association. Two other brothers and two sisters survive. Burial in Mount Hope Cemetery, Hastings, N. Y.

**NASSAU**—James A., 51, Philadelphia radio pioneer, February 23 in Glenside, Pa. He began his career with Station 3XJ and later joined WLIT, which merged with WFI to become Station WIT. Nassau co-announced the Uncle Jim children's program on WLIT. Nassau once owned and operated WIG with his brother, Joseph, and later was in charge of program director of Station WAEB, Allentown, Pa.

**PARLARE**—Rocco, 89, former Philadelphia theater orchestra musician, suddenly February 24 at his home in that city. He was also a member of the New York Concert Band in Philadelphia. Survived by his widow, Angelina; a son, Carmen, who is a member of the Washington Symphony Orchestra, and four daughters. Burial in Holy Cross Cemetery, Philadelphia, February 28.

**QUALLS**—A. L., 80, father of C. J. Qualls, Merion, Miss., concessionaire for many years, recently in Batesville, Ark. He leaves four other sons and two daughters. Burial in Batesville, Ark., February 23.

**SAROYAN**—Mrs. Takoohi, 68, mother of playwright William Saroyan, February 25 in San Francisco.

**SAUER**—Wm., 64, television supervisor at the Philco plant in Philadelphia, February 23 in Temple University Hospital, that city. He was associated with the Philco company for 20 years. His widow, Laura; a brother and two sisters survive. Burial in Greenmont Cemetery, Philadelphia, February 28.

**SCHWARZWALD**—Milton, 58, head of the music department at Universal-International Studios, March 2 in Hollywood. Starting out as a nickelodeon film operator, he became a song arranger and was associated with such Broadway musicals as *Molly Darling*, *Tiptoes*, *Be Yourself*, and *The Desert Song*, before going to Hollywood. His widow and two sons survive.

**SIEMENS**—Mrs. Frances Keenan, 64, former actress and daughter of the late actor, Frank Keenan, February 28 in Los Angeles.

**SYLVESTER**—Robert F., 70, father of Robert M. Sylvester, author and member of *The New York Daily News* drama staff, February 27 in West

Haven, Conn. His widow and two daughters also survive. Burial in Stonington, Conn.

**IN MEMORY**  
Of our loving  
Husband  
and  
Father  
**RAY STECK**  
MAY 11, 1904  
Hazel and Dwayne Steck

**THOMAS**—C. Harry, 63, owner of the Meurot night club, March 1 in St. George, Staten Island, N. Y. He had formerly been a movie chain manager.

**VANDE POELE**—Arthur Peter, 62, former hotel manager, February 28 in Christians, Del. In the hotel business over 60 years, he managed the Plaza, New York; Sherman, Chicago, and the Chateau Laurier, Ottawa, among others. A son and several sisters and brothers survive.

**WALKER**—Edyth, 80, former Metropolitan dramatic mezzo-soprano from 1903 to 1906, February 23 in New York.

**IN LOVING MEMORY OF MY BELOVED WIFE**  
**AGNES MAE WHITE**  
Who passed away at Santa Monica, Calif., March 10, 1948.  
You'll Always Be in My Heart, I Miss You.  
**HARRY B. WHITE**

**WEIDEMANN**—Mrs. Ethel G., 59, former vaude mentalist, February 28 in San Francisco. She was a director of Show Folks of America, a member of the San Francisco Theatrical Club and the Oakland Old-Time Vaudeville and Dramatic Artists. Her husband, Fred, survives.

**WELLING**—Leonard C., 59, national sales manager of the Electronic Manufacturing Corporation, February 28 in New York. He had served several radio concerns, including the Sonora Radio Company in Paris and the Emerson Radio & Phonograph Company. His widow, a son and daughter survive.

## Marriages

**CLIFFORD-RICH**—George H. Clifford and Irene Rich, stage and film actress, February 28 in New York.

**KENNEDY-SHEARER**—Ludovic Kennedy, writer, and Moira Shearer, ballerina with the Sadler's Wells Ballet, February 28 in London.

**LANTZ-WEINGARTEN**—Robert Lantz, talent agent, and Shirlee Weingarten, casting director for the Theater Guild, New York, February 24 in that city.

**MURPHY-HODGE**—Dave Murphy, press agent with the Clyde Beatty Circus, and Sophie Hodge, graphic designer, February 28 in Sarasota, Fla.

**RAY-SAYDUS**—Benny Ray, secretary-performer, and Viola Saydus, literary editor of the Las Palmas Theater, Phoenix, Ariz., February 21 in that city.

## SIR HARRY LAUDER

Sir Harry Lauder, 79, world-renowned Scottish minstrel and comedian, died at his home, Lauder, Ha, near Stathaven, Scotland. He had been unconscious most of the time since suffering a cerebral hemorrhage last August 20.

Once a pit boy in the coal mines, Lauder won a public competition in Glasgow in 1892, which he made his stage career. He toured with his late wife, Annie Vallance Lauder, for a number of years before making his London bow in 1900. His U. S. success in 1906 led to a command performance before King Edward VII in 1908 and subsequent world-wide tours. Lauder retired from touring retirement, first in 1912, but with the outbreak of World War I he contributed his talents to war work, for which he was knighted in 1919. World War II also brought him out of retirement for entertaining. During the outbreak of World War II, Lauder made 49 theatrical trips. The songs he sang were frequently his own—he wrote over 150—including *Romin' in the Gloomin'*, *It's Nice To Get Up in the Morning*, *Just a Wee Doochan-Dochin*, *I Love a Lassie*, *She Is Ma Daisy* and *Queen of the Gables*.

He leaves a niece, Gertrude Lauder, who with him when he died. Services March 2, with burial near Hamilton, Scotland.

# Brunk Set for Texas Debut; Repsters Make Home on Coast

INGLEWOOD, Calif., March 4.—Only final preparations remain to be worked out for Brunk's Comedian's opening early in April in the Texas Panhandle, Henry L. Brunk, owner-director, says today. The Brunks spent the winter here with their son-in-law and daughter, Mr. and Mrs. Ben Brunk, and Pat grandson, who make their home in this city.

The Brunks motored to San Diego today to visit the home of Mrs. Montrose, who was visiting his sister there. They also visited with Mr. and Mrs. Pat Patterson, who make their home in San Diego, where Pat is employed by the navy as an electrician.

Many former rep and tab show performers are making the home of the West Coast, Jimmie Fairfax and wife, Jessie Adams, are working in films. Ted and Marie North and son, Alvin, are in Los Angeles, where Ted is doing pic work. Ralph Moody and family are headquartered in

Los Angeles, where Ralph is doing radio work.

Others residing in the City of the Angels are Gene and Mary Matthews, who were with the Jewell-Harris show. Gene is studying and working around dramatic shows. Joe Applegate is with the Clyde Beatty Circus. Fred and Ed Gorman, who once worked with Toby Gaudin, are making their home here. He's in the photography business.

Ernie and Bunny Olson have just returned from Washington and Oregon with their puppet act. Billy Baucum is doing publicity work and has for family connections here. Art and Lee Ford have made the West Coast their home for a number of years. Jack is an auctioneer and doing well. Ferris Taylor, brother of Glenn Taylor, of the old Taylor Stock Company, is in pictures. Dee Dee Forrester is doing his piano and singing turn in the night club.

Don Lasley last season with the Neil Schaffner Players, is vacationing here with his family. Erby Wilson is working in dramatic and tab shows in Los Angeles. Miley Thomas, Bill Godair and Hank Givens are operating their own businesses in this sector. Glenn Harrison has his play bureau located here.

# Clifton Laments Minstrely Death; Praises Arnam

CINCINNATI, March 4.—Harry (Slipfoot) Clifton, veteran blackface comic writing in a recent issue of The Syracuse Post-Standard, pointed out that the death in knell for minstrelry sounded some 15 years ago when it passed from the theatrical scene never to return to its one-time professional popularity as America's most popular entertainment.

Syracuse, says Clifton, was the home of the last professional minstrel. That date, says Clifton, was John Van Arnam, who at that time made the city his home, owned the show and on Christmas Day, 1934, his Honey Boy Minstrelsy opened a three-day engagement at Keilh's Paramount Theater, formerly the Temple, Clifton recalls.

That date, says Clifton, was to mark the last appearance of a professional minstrel in that city. Clifton traveled with Van for several seasons and it so happened that he was a member of this company on its farewell tour. Clifton says that although none of the members realized what the future held, the show became a problem as the season wore on. Minstrelsy, he said, was slipping all the time and he didn't have many layoffs because Van Arnam played a few dates when a layoff would have been preferable, especially to Van.

Clifton writes "The Minstrel 1935," the show's night "The Minstrel hit the floor in Sussex, N. J., for the last time, closing the season, the shortest one I ever recall with the show. That's the night that we, without knowing it, saw minstrelsy make its farewell exit from the professional theater. A feature railroad play was Van's railroad car, named the Betty Jane after his two little daughters, Betty and Jane, and he was almost as proud of it as he was of the show.

"What was our home for many seasons, the Betty Jane, is spending her 'last days' on an obscure railroad siding in Syracuse. I'd much prefer to remember the Betty Jane when she was around, lively, all paid and loved by those good old trouper days when minstrelsy was in flower."

### Bonham Gets Drive-In

BONHAM, Tex., March 4.—H. S. Cole, owner of the Bonham Theaters, said here this week that work will start March 15 on a drive-in theater which will have a seating of 300 in this city on Highway 82. Cole said the new drive-in will accommodate 300 cars.

# Observation Points the Way To School-Show Showmanship

By Doug Condon

[N] A recent effort on school shows I attempted to bring out the idea of having some other experienced performers catch your show from front to check errors in presentation. There will be errors in your showmanship. We have found them in our own shows. There are a few person shows have no directors to check the faults. So it's logical to believe that the school showman will go on and on making the same mistakes if he has no one to observe them.

My next idea is for the school performer to catch as many other school shows as possible. Here is another good way to learn what not to do. It also points the way to good showmanship since all school shows present something out of the ordinary in their efforts to entertain.

In catching other shows we have had the pleasure of observing clever methods of utilizing the fundamentals of showmanship. These are, as previous columns have noted, timing, lighting, music and advertising. Let us assume that the school showman is using the truth in the true sense of the word, if he does not include these necessary appeals in his unit. Although some school shows don't use these things, they are one show which used none of the essentials. This show had a fine variety of acts suitable for school children and the offering would have had tremendous

appeal if a little thought had been given to its presentation.

### Don't Spread Tarn

One weakness in many school shows is that a performer uses the school field and attempts to stretch his act into a 45-minute to an hour show. With the exception of a magic turn, the other three types of act becomes boring to the youngsters after about 15 or 20 minutes. Teachers will tell you the same thing. They can't hold the interest of pupils in the lower grades for very long on any one particular subject. School performers face the same problem. The answer is variety.

Sad to relate, those who need producing in their corny hit and miss methods of doing a show and the trade papers. Neither do they use publicity in any form. It is these obscure performers in the business who should be approached in some way to show them the error of their ways.

Why couldn't we go back and see these performers after a show and tell them something like this: "I enjoy your show but wouldn't it be better to place your property on a table in the auditorium to be handed over with your back to the audience to pick them up?" Or, "We find that it is more effective to turn on the lights and draw the curtain when the show is to start rather than to just leave the curtain open, while the children are coming into the auditorium."

Or, "Instead of the out-moded preview, wouldn't it be more professional to invest something in an advertising card with some open space. Instead of a two-minute stage wait, couldn't you re-routine your show, leaving no unnecessary gaps in the show?" Or, "Why not leave the educational angle to the teachers and not murder the English language by trying to invade the territory of the English teacher working to high school audiences?"

Many other glaring faults are to be found in school offerings. We are made of sterner stuff, however, and are willing to be criticized for the betterment of our show. None of us are perfect, especially those of us who take on the big job of presenting a show which, in other branches of the business, consists of a number of performers instead of just one or two.

It's no mean task and the chance for error is much greater than that of the performer doing just a show.

# Evansville Group Elects Peal Head Of Minstrel Assn.

EVANSVILLE, Ind., March 4.—Officers of the recently organized American Minstrel Association of Burn: Cork Artists with headquarters here include Lynn Peal, first party; Harry Rogers, vice, and Steets Mayo, afterpiece.

Total membership consists of old-time minstrel men, with the current total about 100. Association plans to contact all minstrel oldsters and its first objective will be to hold a reunion in a centrally located city.

# Grant's Revue Unit Okay at Ga. Stands

ATLANTA, March 4.—Bobby Grant's Stars Over Harlem revue has been playing night club and theater dates in this area to successful returns.

Unit moved into Club Ritz here following a successful engagement at the Princess Theater, La Grange, Ga. Allen Roger is advance agent.

# Connecticut Operators Seek Drive-In Application Okays

HARTFORD, Conn., March 4.—Applications for permission to build outdoor drive-in theaters in Connecticut have been filed with State Police Commissioner Edward J. Hickey by Louis C. Consolini, North Canaan, Conn., and Fournut, a one-time association with the Peoples' Forest Drive-In Theater, near here.

A certificate or organization was filed with Connecticut's secretary of state here, for the new J. M. Wolcott Skyline Drive-In Theater Company, Wolcott, Conn. Certificates listed the amount paid in cash at \$18,000. President is Michael DiFiorio, Wolcott, Conn.; vice-president, Gerald Goldberg, Hartford, and secretary-treasurer, Daniel Farrison Jr., Hartford, Conn. The officers also are the firm's directors.

A public hearing on the petition for permission to construct an outdoor theater on Route 6A at Eyan Road, Chesire, Conn., was held by State Police Commissioner Edward J. Hickey. Daniel Farrison Jr. declared that regardless of whether a theater would depreciate surrounding property values, the site would eventually be used for commercial use. John Heran, owner of the property on which the proposed drive-in would be erected, also appeared at the hearing.

Construction of 900-car capacity outdoor motion picture theater at Brantree, Mass., has been launched here by the Commercial Film Center, which operates a number of film theaters throughout Massachusetts. The circuit

expects to have the drive-in ready for a May 1 opening.

Samuel Rosen, partner in the Lockwood-Gordon-Rosen Theaters, which operate standard and drive-in theaters in Connecticut, has returned from a Southern vacation.

# Gadsden, Rome Dates Winners For Brasfield

GADSDEN, Ala., March 4.—Brasfield's Comedians, under management of Bob Brasfield, chalked up a winning engagement here after moving in from a click run in Rome, Ga.

Trixie Maslow said she was in addition to Brasfield, line-up including Johnny and Connie Spalding, Octavia and Otis Arno, Jeanne and Ray Maslow, and comedians Sybil Batts and Bob Fisher. The cast will join Bisbee Comedians tent show for the summer.

Video Visual Corporation has televised the show's performance and the film is used on the screen later. It also proves a good advertising nature. Unit played 10 nights in Bar Room 3.200 at the Gadsden Theater February 26. Russell Parman, says Miss Maslow, was sent in from Nashville to handle the local theater, and proved a great help in putting the show over.

Rod Brasfield opened with the show but a bout with laryngitis sent him to the hospital and forced him to miss several of his Saturday night broadcasts with WSM's Grand Ole Opry. Unit closes March 18 and will head for Memphis to get ready for the Bisbee org's opening.

SOUTH WINDSOR, Conn., March 4.—An application for authority to build a drive-in theater on Route 5 here has been filed with Connecticut Police Commissioner by Phillip C. Cahill, of Portland, Conn.

## Standard Service Announces Releases

KEARNEY, Neb., March 4.—Standard Play Service this week announced the leasing of the following plays for the summer: L. Verne Slout Players, Spatters Weakness and Whitlock Family; Gifford Players, Little Miss Lightfingers; Chick Hayes, The Comeback; Eddy Jaton, Long Los Perkins; and Henry L. Brunk, Shanghai Goldie.

Johnny Silvers, who is operating a circle show out of Alliance, Neb., under a show and dance policy, is using the G-Man this time around.

**A TERROR OF THE WEST**  
at Bay!

**Firebrands of Arizona**

SMILEY BURNETTE  
and  
JIMMY CARSON

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**4... good reasons**

See page 72

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Equipment—New—Complete, \$2,950.00. Construction and operating instructions furnished.

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**CHICK BOYES**  
Hobart, Neb.

**BARGAIN—16MM. PROJECTORS, FILMS**

Soundie Subjects, 100 ft. each, for \$2.85; Used Victor and Kodascope Projectors, like new \$150.00; Western Features, \$65.00 up; Empty 16mm. E. Reels for \$1.20 each; Cineama Film; 200' 24mm; 2-Reel Reversed Casses, brand new \$7.25 each; 2 1/2 Reel Projection Machine \$125.00; 2 1/2 Reel \$125.00. Inverted Soundie Subjects available.

**SIMPSON FILMS, 133 High St., Dayton 3, Ohio**

## REP RIPPLES

LEE COMERFORD'S novelty show is playing Carson City, Nev., to good results. Comerford says that he plans to take the road again this summer with a platform show. He says he tried the idea last summer and it worked well. . . . Playing halls and schools with him are his wife and daughter. . . . Sun's Comedians are in Grinnell, Ia., reading plans for another summer trek. . . . Johnny and the boys are back again for Schenectady, N. Y. . . . Abbot, the hypnotist, moved into New England towns after concluding an eight-week jaunt in Ontario. . . . The Tyler-Varnay show is mulling plans to play Ontario spots this summer. A three-person unit will be tried out. This is the outfit that made two coast-to-coast tours. . . . The Turgeon Show is playing Western Canada to good business. . . . Chris Sellers pens from Napanee, Ont., that he read with interest the list of minstrels sent in by the York, Pa., writer. "Don't forget," he writes, "Guy Brothers and Culhane, Chase & Weston, with whom I toured for a season. All in all, I think Jack Haverly had the greatest of all minstrel troupes with Carroll Johnson, Billy Rice and Frank Cushman. There are none like them now. Can anyone tell this column where Rice rests?" . . . Carter's tent attraction will go out as a platform feature this summer, operating in New Mexico and Arizona. . . . The Marcel Family plans a fling at Quebec and featuring E. F. Hannan's "Henry Goes to Town." Unit will open in Central New Hampshire and work its way north. . . . Arthur Toney reports good business with his religious pic show in Pennsylvania. . . . James L.

Carney, solo performer, rambled into Wyoming recently. He's en route East following a Western tour. . . . Ruffler, hypnotist, writes from Brainerd, Minn., that "Cold weather and other things have worked against us in this sector. I find that Northern Minnesota is like Michigan, a little on the dull side for small shows. Minnesota has been overdone with show-dance units operating from radio stations. I'm moving toward Western Canada where I have established territory."

**Bardex Minstrels Want Colored**

Trumpet, Trombone and Sax Player to bring band to 10 pieces, give good band. Leader and 2 Straight Men. . . . all fit in other line Free Test Show, out till December 3 and 3-week stands, 1 show nightly. Write, stating salary, etc. Allow day for forwarding as show is now out.

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Now's the time to line up films for your summer circuit—with SWANK! Early planning pays off, and when you choose from Swank's huge library—the Midwest's finest—you get films that are tailored to please. Add the savings from Swank's Quantity Purchase Plan and you can see why Swank is first choice with successful showmen.

Projectors. Screens for rent—all the equipment you need—at prices you can afford.

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## Texas Spots Build Drive-In Layouts

HOUSTON, March 4. — Contracts have been let for the construction on two 750-car capacity drive-in theaters here at a cost of more than \$400,000. Claude E. Ezell, who operates a chain of 20 theaters in Texas, including three locally, will build the drive-ins. Last December the Ezell interests opened a drive-in theater in near-by Pasadena, Tex.

Work on the first drive-in theater for Galveston, Tex., got under way February 15. It will cost \$200,000 and have an 800-car capacity. The latest in sound devices and heating equipment will be provided, construction along with a children's playground, miniature golf course and snack bar. Theater is being built for Galveston Theaters, Inc.

A 580-car capacity drive-in theater for Cole Theaters, Inc., is in the final stages of construction at Rosenberg. The drive-in is slated to open early this spring.

## Hartsville Drive-In Okayed

COLUMBIA, S. C., March 4.—The secretary of state has issued a charter to South 15 Drive-In, Darlington County, near Hartsville, S. C., which proposes to build a drive-in picture theater. The authorized capital stock of \$26,000. Leland E. Binckman is president.

## New Drive-In for Prattville

PRATTVILLE, Ala., March 4.—C. C. Coburn and three sons are constructing a new drive-in theater on U. S. Highway 31, two miles south of Prattville. The cost of about \$75,000. Project is scheduled for completion in April.

## New Orleans Spot Debuts

NEW ORLEANS, March 4.—The new Air-Line Drive-In Theater, built on the site of the old Sportsman's Park race track, held its formal opening January 25. The theater has a capacity of 900 cars, each serviced by individual speakers.

**AGAIN THE LAST WORD**

IN 16MM. PRODUCT FOR 1950

WRITE FOR OUR NEW 200-PAGE 15TH-YEAR CATALOG SEE IT AND YOU'RE HEADED FOR NEW STANDARDS IN ACTION AND ENTERTAINMENT

THESE TITLES HAVE EVERYTHING FOR EVERYBODY AND ARE PROVEN MONEY-MAKERS

ADVENTURES OF GALLANT BESS—BEWARE OF SPOOKS—THE BIG CAT—BLONDE SAVAGE—BLONDIE BRINGS UP BABY—BLONDIE HAS SERVANT TROUBLE—BLONDIE IN SOCIETY—BLONDIE PLAYS CUVID—BREWSTER'S MILLIONS—CAROLINA BLUES—CORBRA STRIKES—CLOSEUP—ENCHANTED VALLEY—FIGHTING GUARDSMAN—FLIGHT LIEUTENANT—FOUR FEATHERS—GO WEST, YOUNG LADY—HIS GIRL FRIDAY—IN THIS CORNER—IT HAPPENED ONE NIGHT—JUNGLE BOO—KONGA, THE WILD STALLION—LINDA BE GOOD—LET'S LIVE A LITTLE—LOUISIANA HAYRIDE—MICKEY—MONSIEUR HANGS HIGH—NORTHWEST STAMPEDE—OUT WEST WITH THE PEPPERS—PENNY SERENADE—RED STATION IN THE ROCKIES—RETURN OF RUSTY—RUTHLESS—RAILROAD—SHUT MY BIG MOUTH—START CHERING—TEXAS—TIP OF BAGGAD—TULSA—WHISPERING CITY, plus several hundred other Features and Westerns.

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**TWYMAN FILMS INC.**

400 WEST FIRST ST. DAYTON 1, OHIO

# "Let's Go," Sez Massman in Sesqui Post

## New Site Sought

(Continued from page 3)

carrying a \$25,000-a-year salary, it was learned that the sesqui commission is looking for a bigger and better site for the 1951 Freedom Fair here. The commission has received its hopes to get up a non-profit corporation which would be directed by Massman. Under revised ideas for the Freedom Fair, which has originally been slated to start in 1950 but is now stalled until next year, the midway area would be considerably larger than the 23 acres blueprinted for it in the fair's original plans. The entire original proposed site for the fair consists of 120 acres, but some of the acreage is still unavailable, and the sesqui has been unable to unsnarl legal entanglements on financing and construction work.

### National Scope

Massman said he plans to emphasize the national scope for the sesqui celebration and Freedom Fair. Carter T. Barron, executive vice-president-executive vice-chairman of the sesqui commission, in announcing Massman's official appointment, said Massman, in effect, "becomes the sesquicentennial's director, supervisor and co-ordinator." Massman indicated that he plans to

PAUL M. MASSMAN

make no changes in the already established staff of the commission. Edward Boykin, who until now has held the title of director of all the sesqui activities, will receive his full time to supervisory and cultural activities of the sesqui celebration. Massman is taking a leave of absence from his post in Chicago as director of industrial participation for Chicago's Museum of Science and Industry. At 49, he is a seasoned veteran administrator with a wide range of outdoor shows, including the Chicago Century of Progress Exposition, the San Diego Exposition, the Texas Centennial, the New York World's Fair, the Wisconsin Centennial Commission and the Chicago Railroad Fair.

Massman is known to be facing a lot of trouble-shooting duties in unraveling snarls and getting the Freedom Fair on a new footing. Commission officials acknowledge that time is already getting short for preparations. (See Paul Massman on page 88)

## Summers Heads Rodeo

SPOKANE, March 4.—Tonasket (Lash.) Roundup Association elected Guy Summers, president; Harold Merrill, vice-president; Orville Rubert, secretary-treasurer, and Floyd Payne, E. Eberlein, Wm. Frazer, and H. Didri, directors. Event is scheduled May 27-28.

# Midwest Fairs To Hold Up To 1949 If Given Promotion, Execs Agree at K. C. Meet

By Herb Dotten

KANSAS CITY, Mo., March 4.—"We'll have to work a little harder but our fairs should hold up to 1949" was the consensus of Midwest fair circuit executives here Friday (3) at the annual winter get-together in the Hotel President. Major Midwest fair delegates reported that crop prices and pay rolls continue high in their areas, but conceded it would take stronger promotion to keep fair patronage up to last year's levels. Ed Schultz, secretary of the Nebraska State Fair, Lincoln, said that he has contracted for additional 24-sheet boards and that he also plans to put more money into outdoor advertising.

### To Expand Parade

Pete Baker, secretary of the Oklahoma State Fair, Oklahoma City, reported that he would put increased emphasis upon a downtown street parade as a built-up for the fair. The parade introduced last year at Oklahoma City pulled a surprisingly large turnout. Baker said he is mulling the extensive use of blow-ups of attractions and scenic advertising service. In an effort to increase grandstand attendance.

H. D. Krefl, Krefl Flying Service, Mountain Grove, Mo., reported picking up added days at some of his regular fairs and linking some new custom-made and scenic advertising service. Krefl uses a plane equipped with a p.a. system to cover fair areas and feeder communities.

Chief development of the circuit meeting was the naming of Jack Reynolds, manager of the Wisconsin State Fair, Milwaukee, to conduct a survey to determine if a packaged exhibit, which would tell the story of corn, wheat or other crops, could not be prepared and routed over the circuit. Reynolds was picked by Glenn Boyd, circuit president and secretary of the Ozark Empire District Fair, Springfield, Mo., following a discussion on ways of making farm products exhibits more interesting and effective.

### Pledge Scope

In the discussion it was suggested that processors of corn or wheat products be contacted to see whether they would underwrite the cost of and actually frame a package exhibit. Member fairs indicated they would give wholehearted co-operation in providing sufficient space for such an exhibit. Reaps of few fairs were so far as to say their exerts might forego exhibit space charges if the exhibit was of sufficiently high interest or educational value.

Fair delegates at the one-day meeting were:

Kansas Free Fair, Topeka, Maurice Jencks, secretary; H. A. Shober, assistant secretary; Russell Brown, concession manager, and Roy Woodick, Agency, Johnson, Mo. American shows: Frank Winkler, auto race-track promoter, Kansas City, Mo.; Duellford Pirovack; Frank Sharp, Regina, Okla.; Fred Smith, Okla. City, Okla.; Ed Murphy, and Oklahoma Free State Fair, Muskogee, M. E. Tweede, secretary-manager, and Bob Young, Hallett; Oklahoma State Fair, Oklahoma City, Peter Baker and Len Jones; Iowa State Fair, Des Moines, J. Jay Cunningham; Nebraska State Fair, Lincoln, Ed Schultz; Ozark Empire District Fair, Springfield, Mo., Glenn Boyd; Minnesota State Fair, St. Paul, Doug Baldwin; Arkansas State Fair, Ft. Smith, Ark.; Okla. State Fair, Oklahoma City, Ed Murphy, and Oklahoma Free State Fair, Muskogee, M. E. Tweede, secretary-manager, and Bob Young, Hallett.

Attraction people and suppliers in attendance included: Sam D. Kresman and Mike Barnes-Carruthers Theatrical Enterprises; George Flint and Frank Shortridge, Boye Woodick Agency, Johnson, Mo.; American shows: Frank Winkler, auto race-track promoter, Kansas City, Mo.; Duellford Pirovack; Frank Sharp, Regina, Okla.; Fred Smith, Okla. City, Okla.; Ed Murphy, and Oklahoma Free State Fair, Muskogee, M. E. Tweede, secretary-manager, and Bob Young, Hallett; Oklahoma State Fair, Oklahoma City, Peter Baker and Len Jones; Iowa State Fair, Des Moines, J. Jay Cunningham; Nebraska State Fair, Lincoln, Ed Schultz; Ozark Empire District Fair, Springfield, Mo., Glenn Boyd; Minnesota State Fair, St. Paul, Doug Baldwin; Arkansas State Fair, Ft. Smith, Ark.; Okla. State Fair, Oklahoma City, Ed Murphy, and Oklahoma Free State Fair, Muskogee, M. E. Tweede, secretary-manager, and Bob Young, Hallett.

# Purcell To Pilot Chitwood Unit

PHILADELPHIA, March 4.—Pat Purcell, well-known outdoor show-biz figure, this week was named Eastern division manager of the Joie Chitwood Thrill Show by Bill McGaw, general manager. Purcell will make his headquarters at 250 South 12th Street here.

Purcell's territory will include Florida, North and South Carolina, Virginia, Maryland, Delaware, Pennsylvania, New York and the New England States, Quebec and Ontario, McGaw said. Other unit managers are Art Swenson, who has the Middle West, and Ed Hitzte, covering the Central States.

Purcell represented the Chitwood group at several recent State fair meetings. Last season he served as general agent of the Johnny J. Jones Exposition. Purcell said he would continue his association with the Johns shows in a booking capacity.

McGaw and Chitwood, accompanied by Bill Taylor, executive assistant to McGaw, left here yesterday (3) for Hollywood to assist in re-making the motion picture *To Please a Lady*, starring Clark Gable and Barbara Stanwyck. The flicker, which has a thrill show theme, will now be photographed in color.

# Cincy Garden Inks Schermernhorn Oryd

CINCINNATI, March 4.—Lloyd Schermernhorn's Indian Creek Ranch Rodeo, now prepping for the new season at its winter quarters at Hamilton, O., 22 miles north of here, has been set for Cincinnati Garden April 20-23. Schermernhorn had his rodeo at the Chicago Railroad Fair for six weeks.

It will mark the first time a rodeo has played Cincinnati Garden since its opening a year ago. Schermernhorn unit will do a matinee Saturday and Sunday, making for six performances in four days. Garden officials are planning to hang plenty of paper to herald the engagement, which will go at popular prices.

# 1950 Chicago Fair Plans 18 New Bldgs., Chicago, March 4.—

The Chicago Fair of 1950 will add 18 new exhibition halls to the present grounds, Crosby M. Kelly, director, said this week, increasing the number of buildings on the former Railroad Fair site to 43. Additions to present parking facilities also will be made, Kelly said.

Isaac Van Grove, noted composer and conductor, was named musical director of the fair by Kelly, and George S. Selgrat was added to the publicity staff.

# Report Progress On Polio Vaccine

90% effective on mice for one type of disease, but control is seen as distant

CHICAGO, March 4.—In the wake of an announcement by the National Foundation for Infantile Paralysis that tests with a new vaccine for polio were 90 per cent successful on a group of mice, Dr. Sidney O. Levinson, head of the Michael Reese Research Center here, warned that it's still impossible to set an approximate date for achieving polio control. The vaccine was developed by the Reese center. It is effective against only one type of polio. Similar tests on monkeys were 50 per cent successful.

"There is no possible way to predict the time it will take to control polio," Dr. Levinson stated. "It's not fair to say even whether control might come within one, five, 10 or more years. There are too many unknown factors."

He termed the immunization tests as "an extremely important step," but stressed that the vaccine works against only one of the three and possibly four types of polio virus. Being similar to those that are undertaken with humans, he said, protection against all types of the virus must be perfected in animals. No such tests have been run on humans has been set, but research is in progress to find an immunization which would protect against all types, Dr. Levinson said.

The research exec pointed out that while a polio solution might turn up in a relatively short time, it would be equally good that problems still to be faced would delay final success for years.

# Dr. M. A. Couney Dies in New York

NEW YORK, March 4.—Dr. Martin A. Couney, widely known as The Incubator Doctor, died at his home in the Sea Gate section of Coney Island March 1.

Dr. Couney was a specialist in handling prematurely born babies but owed his renown to his exhibits of incubator babies at expositions in Europe, America and at amusement resorts. Big fairs at which his exhibits were money-making attractions included the Berlin Exposition of 1896, the London Exposition of 1900; Buffalo Exposition of 1901; Chicago World's Fair and the recent New York World's Fair.

A native of Germany, Dr. Couney became a permanent resident of the United States in 1900 and made his headquarters at Coney Island, where he had exhibits for nearly 40 years, at one time having his shows at both the old Dreamland and Luna Park. He was survived by his daughter, Hild-garde Couney, who was herself an incubator baby, and who for years was her father's principal assistant.

# Burns Named Elks Manager

AKRON, March 4.—Charles A. Burns, former manager of the Akron Rubber Bowl and well known in outdoor show circles, has been named manager of the Elks Club here. Burns, who was elected a city councilman-at-large.



Close-Ups

# Free Ride Took Frank Winkley Out of Printing Into Showbiz

By Herb Dotter

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

ALL FRANK WINKLEY wanted when he answered a classified advertisement in his native Minneapolis was to get a free automobile ride to South Dakota. There, he and some pals planned to visit a friend who was to play baseball. Frank, then 17, didn't know the ad, placed by Aut Swenson, offered a cuffs ride providing that he sit in an auto polo car and steer it over the washboard roads as it was towed by another car.

But money was none too loose in 1924, and Frank and his pals accepted with alacrity. En route, seated in a skeletonized Ford, he tasted much dust and his face was pelted by gravel kicked up by the wheels of the tow car.

The trip was intended as his vacation. Upon reaching South Dakota, however, Frank did not visit his baseball playing friend. Instead, he used his two weeks away from type fonts to work for Swenson. He put out handbills, ran errands and took tickets. His diligent application impressed Swenson, who offered him \$15 a week if he would stay on the job.

Frank, tho, was making twice as much in the printing trade, so he returned home. To his surprise, he found the smell of printers' ink no longer attractive. He quit his job after spending a half day in the print shop, joined Swenson and remained with him for two years. During that time he doubled as a billposter and as a motorcycle and auto polo car driver.

Possessing more than an average amount of intestinal fortitude, he was quick to try anything. Two weeks after joining Swenson he was given his first chance to ride a motorcycle, racing in a professional program in tiny Joplin, Ill.

He developed quickly, not only as a motorcycle racer and auto polo driver, but as a well-rounded man on the advance end of a show. Clarence Hinek, then a major thrill show operator in the Midwest, noted his ability and his application to work. In the winter of 1928-1927 Hinek offered him \$40 a week to drive auto polo cars and race motorcycles.



FRANK WINKLEY

Off Feet 16 Months

Frank joined Hinek and remained with him, off and on, for 10 years, serving in every capacity from stunter to unit manager. Before 1930, while (See Free Ride Took Frank Winkley on page 88)

**MORE RIDERS  
MORE PROFIT**  
with  
**Eye-Catching  
R-E COLORS**

## McDougall-Butler Recreational Equipment Finishes give colorful, lasting protection to show equipment

R-E QUICK DRYING ENAMELS... for interior and exterior wood and metal surfaces. Cover in one coat, dry hard in four hours... producing a glossy, waterproof, lasting finish.

R-E SPAR VARNISH ALUMINUM PAINT... for a brilliant, durable aluminum finish on hand rails and pipe supports.

R-E OIL-PROOF, MOISTURE-PROOF MAINTENANCE PAINTS... for interior and exterior structural iron work, machinery and all general maft, tenance work. One coat covers with a smooth, glossy, permanent finish!

R-E PLATFORM PAINT... a special one coat finish for interior and exterior wood and metal steps, platforms and floors.

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BUFFALO 5, NEW YORK Fine Finishes Since 1887

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## NEW KIDDIE RIDES!

**ACT NOW!**

- PONY & CART RIDE
- FIRE ENGINE RIDE
- AIRPLANE RIDE
- ROCKET RIDE
- ELEPHANT RIDE
- SPEED BOAT RIDE
- AUTO RIDE
- MINIATURE TRAINS

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SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 100, 100, 20 --- ADDITIONAL 10% AT SAME ORDER, \$2.20

These prices for any wording desired. For each change of wording and color add \$3.75. For changes of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

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Wholesale Station to Fed. The Best Show Stone of Plans. Established price. The and Stock. Best in America's only Station from 1 up or down your Last Station

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Good Quality ★ Portability  
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Made to order. Boat Ride now available. The only complete machine shop in Northern California catering to show business.

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## Out in the Open

A trans-oceanic junket of a group of Detroit businessmen, bankers and industrialists is being planned as a curtain-raiser to the planned International Trade Fair to be held in the Motor City in 1951. Arrangements are being handled by Richard B. Frost, executive of the Detroit Board of Commerce in charge of world affairs activities. A 19-day trip is planned by Pan-American Airlines, to start April 27, with visits scheduled for major European spots, Milan, Brussels, and Paris International fairs, and the British Industries fairs at London and Birmingham.

Joe Hughes, George A. Hamid & Son agency, rep. is back in the firm's New York office after an extensive sales trip which took him thru New England and Canada. . . . Bligh A. Dodds, a director of the International Association of Fairs and Exhibitions (IAFE) and manager of New York State Fair, Syracuse, has returned to his Gouverneur, N. Y. home after appearing before the House Ways and Means Committee in Washington in an effort to have the 20 per cent excise tax on admissions lifted from all non-profit annuals. Dodds is reported optimistic about the outcome. . . . Dorothy Packman, George A. Hamid & Son agency exec, is vacationing in Miami. . . . The Miniature Train & Railroad Company, Rensselaer, Ind., hit the jackpot on national publicity recently when George Smedal, NEA special correspondent, wrote a feature on the org's Miniature Train. Pies also carried a picture of two new Miniature Trains operating in Riverview Park.

While en route to Miami to play the Olympia Theater, Nella and Jimmie Troy stopped off in Tom, Okla., to visit the latter's father, who spent 40 years in outdoor show business before his recent retirement. The Troys also plan to visit Rocky and Donna, of the Rocky Ford Quintet.

Harry and Charlotte LeVine visited Ethel and Walter Jenner and Rose and Buck Steele recently while en route from Indianapolis to Detroit. The LeVines are exhibiting their chimps and baboons at sports shows and will do a television show in Chicago before returning to their home in Florence, N. J.

Art Signor, treasurer, World of Today Shows, info from Muskegee, Okla., that at a recent get-together in that city, John A. Guthrie, told him he has retired from the rodeo field and is now dabbling in the oil business. . . . Ernie Young, of the Ernie Young Agency, Chicago, has returned to his desk after two months' recuperation following an operation.

Alvin Steinberg is handling sale of concession space on Steel Pier, Atlantic City. . . . Charles Davitt and Joe and Wally Beach caught the J. C. Harlocker Shrine Circus in Worcester, Mass., and the Frank Warth Shrine Circus in Hartford, Conn. They were accompanied by Francis Lacophone at the Hartford doings. At the Court Theater, Springfield, Mass., Joe Beach recently visited with Roland and Janis Marcelli, Juvelys, Herminie's Midgets, Dick and Dot Merri, Fred Lowery, Val Eddy, Doris Patts and Mrs. Waterfall. . . . Bill Powell headed for Berlin after catching indoor shows in Belgium and Holland. . . . George Federow, French designer and manufacturer of rides and arcade equipment, is looking over the U. S. market.

Bob Morion and Howard Y. Bary, of the Hamid-Morton Circus, in Kansas City, Mo., last week for promotion of the Shrine date there, March 6-11, dropped in at the Hotel President Friday (8) to renew acquaintances with showmen there for the winter meeting of the Mid-West Fair Circuit.

## LAST CALL!

### MUST COMPLETE LIQUIDATION OF WAUKESHA BEACH COMING DOWN

#### THIS EQUIPMENT LEFT:

FERRIS WHEEL	.....\$4,500
WHIP, 9 CAR.	.....1,500
LAUGHING LADY	.....150
75 HP. HOUSE, complete, cost \$29,000 new, will take	.....4,500
16 ROLLER COASTER CARS, A-1 shape	.....Write
ROLLER COASTER CHAIN	.....Write
75 HP. MOTOR, 220 Volts, 860 RPM, Starter and Controls from Roller Coaster	.....450
CHLORINE PLANT, 12 pounds	.....Write
WATER POWER PLANT, complete with Pump	.....Write
POPCORN MACHINE, All Electric (Star French Fryer make) with Boxes and Cones	.....Write
TICKET BOXES—BENCHES—TABLES	.....Write
MUCH OTHER EQUIPMENT FOR PARKS	.....Write

Call Peawaukee 500 or write

### CLARK and PARKS, owners Waukesha Beach at PEAWAUKEE, WIS.

## New Chevrolet CARS and TRUCKS

SPECIAL FINANCE PLAN  
FOR SHOWMEN.  
GET OUR PRICES FIRST  
JOHN BUNDEY  
REPRESENTATIVE

## Hauss-Standard Chevrolet

1325 STATE ST.,  
EAST ST. LOUIS, ILL.



4...  
*good reasons*

See page 72

## 3000 BINGO

No. 1 Cards, heavy white, black back, 31 cards, \$1.25. 20 cards, set 75 cards 14.25. 100 cards, \$5.50. All cards from 100 to 2000 or 25 per 100. Fine Calling Numbers, 75¢. Wood Calling Numbers, \$1. Printed Tally Card, the Colored Heavy Cards, 2.5¢ same weight as #1, in Green, Red, Yellow or 24 per 100 (100) 1215, No. 1 size, 51x71 1/2

## 3000 KENO

Made in 10 min. Played in 2 mins. across the cards, not up and down. Light weight cards, set of 100 cards, 14.25. Tally card, calling markers, \$2.50

## 14000 PINO CARDS

White, Green, Yellow Cards, postal card Quicksetters, 31x71. 500 size \$7. 100 \$1.25. In sets of 200 \$1 per 100. Calling markers, extra, \$1.50. No Numbered Ping Pong Balls, \$1.50. 1000 Paperweights, Numbered Balls, 40¢

3000 Jack Pot Fing Strips of 7 numbers, Per 1000 1.25  
Midweight Cards, 31x71 1/2 White 2.00  
Green, Red, Salmon, Yellow, Per 100 2.00  
3000 Small, Thin "brownie" Bingo Sheets, 5 colors, loose only, no pads, 1.30  
Size 9x2 1/2, 31x71 1/2, 1.30  
Pencil Marker 31x71 or Green, Red or 2.00  
or Square, 31x71, Diameter, 31x71 1/2 2.00  
Scalloped Edge, Green only, 2.00  
Smaller Size, 31x71, 1.50  
Adv. Display Posters, size 51x30, Each 2.00  
Cardboard Signs, 10 M for 75¢

Bumper Covered Wre Case, with Christie, Wood Blower, Heater 15.00  
Boarder 3-piece layout for 15.00  
31x71, 10 Inch, Per 100 2.00

Flashed with Thin Blue, Yellow, 100x5, very large numerals, 7 colors, loose not boxed, \$1.00  
Round White N. J. Cardboard Markers, same as 100x50, \$1.00  
Size 9 x dia. 1000 to 10. Either size, 45¢

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**Talent Topics**

**Musical Batteni**, booked thru the Elmer McDonald office, St. Louis, are in their eighth week of a 14-week tour of an International Harvester show. Other members of the unit include Ed Costner, harmonica; Lou Gerber, magician, and Ollie Sander, accordionist. While in Salem, Ore., visited W. H. Batten visited with George and Marnie Baker, circus folk; Edie Christensen, aerialist, and Will Keigley, former trouper, who now manages the Globe Theater in Salem. The Batteni unit will play fairs this year for the Barnes-Carruthers office.

Roy Vincent, trick roper, is making his home in Gloversville, N. Y., where he recently met Bud Carell, trick roper, during a vaude stint. Vincent says he also met The Montana Kid during a recent nitery engagement there. Vincent added that he plans to return to the road late in March with either a circus, carnival or med show. . . Dean Fox, better known in outdoor show business as Capt. Bill Fox, former lion tamer, has been confined to his home, 2324 Virginia Avenue, Richmond, Calif. for the past two years and would like to read letters from friends. Fox formerly toured with the Al G. Barnes Circus and numerous carnivals. . . James Cogswell, clown, is scheduled to play the industrial show at Fremont, Neb., city auditorium the week of March 13. He closed at a similar show in Columbus, Neb. Cogswell also is slated to play several early festival and fair dates.

Bobby Whaling and Yvette, cycling zanies, and the Appletons, circus mayhem act, are on the new bill at the Palace, New York. . . The Kanawha Brothers, tumblers, are at the China Doll, New York. . . Adrienne and Charley, trampoline, are in the new revue at New York's Latin Quarter. . . Pedro and Durand, equilibrists, recently played the Empire, Newark, N. J. . . Damoo Dhoire, Ringling wild animal trainer, was the highlight at a recent shindig of the Sarasota (Fla.) Women's Club. . . Nate Eagle's Hollywood Midgets, with the Strates Shows, were among attractions at Sarasota (Fla.) County Fair. . . Jimmie Millette, aerial equilibrist, formerly with R-B, clicked at the Empire, Croydon, England, where he opened a tour of the British Isles.

The Alzans, Elsie and her son, David, and Harold and Minnie and their son, Allan, have returned to Sarasota, Fla., after fulfilling a circus engagement in England. They are slated to start their fourth season with the Ringling show opening April 5 in Madison Square Garden, New York.

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## Aussie Cele Draws 50,000 First Day

SYDNEY, March 4.—Success of the annual Mardi Gras at Manly shore resort has inspired Bondi, another local shore resort, to launch a similar annual under the Australian Aboriginal tab of Yulunga, which means a gathering of the tribes at the seashore.

Bondi's Yulunga opened February 17 with a parade and fireworks display which drew an estimated 50,000. The fair ended its 10-day run February 27. One of the biggest collections of midway attractions ever seen at an Australian carnival was concentrated on the water front, with rides of all types, shows, games, coin machines and other concessions.

During March, April and May some 90 agricultural fairs are scheduled to be held in New South Wales. They include the big Royal Easter Show, so the outdoor showmen have a choice of locations to keep them occupied but they are keen to see more of these seaside annuals as they mean big money and small jams between stands. Other shore resorts are expected to emulate the Sydney spots and these annuals are likely to become a summer feature on the beaches.

## Terrell Preps Tour Under Sponsorship

BIRMINGHAM, March 4.—Three-day and full-week stands under auspices will be played by Terrell ros.' Circus, which is being taken out this year under canvas and as a midway unit by Harry and Tom Terrell for a tour of Tennessee, Kentucky, Ohio and Michigan. Concessions a.s.de shows will be depended upon for revenue, with a program of acts expected to provide the crowd lure.

No major rides will be carried, but kiddie devices, along with conservative shows, office-owned stock wheels plus grind and novelty concessions will be offered. Acts, to be presented at the rate of one every half hour, will appear in the center of the midway, matinee and night. Eight ring, 6 platform and 4 high acts are expected to be with the show when it opens here April 16 for a 15-day stand under auspices.

Staff includes Tom Terrell, manager; Janette Terrell, general agent; Bob Walker, secretary, and the Terrell sons, Dennis and T. C., advance promotion.

## Page Contracts Wilson Fair

WILSON, N. C., March 4.—Mighty Page Shows have been re-engaged for 1950 Tri-Country Fair, New Bern, N. C. It is announced this week by Page officials New Bern officials have given the 40 and 8 Clut, fair sponsor, a 20-year lease on the grounds at \$1 per year. Harness racing will be with the show when it is ready by fair time.

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25 Years Ago

Sam M. Dawson was engaged by Lee Bros., Animal Circus to work in advance. . . . T. R. Davis was re-elected secretary of North Missouri Fair Circuit. . . . A. Vassini, Dayton Funhouse and Riding Device Manufacturing Company, reported large contracts received would keep the firm busy for months. . . . J. C. Simpson signed with Leslie M. Brophy, general manager of the D. D. Murphy Shows, to serve as personal representative with the show. . . . Harry Herzog, high school rider, returned from a sojourn abroad. . . . Steele Coughlin, Fair, Oshkosh, Wis., organized the following free acts thru World Amusement Service Association: J. Thomas Savietto, Carl Marino and Company, Frank DeCoursey and Company, and the Three Golfers. Dudley S. Humphrey, owner of Euclid Beach Park, Cleveland, was the subject of a feature article in The Miami Daily News. . . . James McSorley, of the Greater Sheesleys Shows, was visiting in Cincinnati. . . . G. W. Christy, circus man, was recovering from an operation in Beaumont, Tex. . . . Emma Knell, manager of Southwest Missouri Fair, Carthage, was elected a representative in the Missouri Assembly. . . . John J. Bennett announced the May 30 opening of El Grove Park, Milford, Conn. . . . Frederick DeCoursey signed with the Howard Herman Exposition Shows as general representative. . . . C. W. (Red) Sells, clown, and his wife, menage rider, were engaged by Hagenbeck-Wallace Circus. . . . Missoula (Mont.) County Fair Association elected Charles M. Beardon, president, and R. G. Hall, vice-president. Irving Cohen, president of Luna Park Amusement Company, Waterbury, Conn., was back on the job after an illness. . . . Charles H. Pounds, secretary-treasurer of Greater Sheesleys Shows, announced that he would not be on the road in 1925 owing to business interests in Foster, O. . . . Plans for demolition of the old Shelton Stars Hotel, Philadelphia, mid-time headquarters for circus people, were announced. . . . Mississippi Valley Fair and Exposition Association, Davenport, Ia., elected M. H. Calderwood, president; F. McCarthy, vice-president; P. N. Jacobson, treasurer; A. P. Arp, secretary, and M. E. Bacon, general manager. . . . Thomas C. Foster, lessee, was preparing to begin his sixth season as operator of Lake-wood Park, Durham, N. C. . . . It was announced that C. I. Lewin, former concessionaire, was conducting a candy and novelty store in Kansas City, Mo. Deaths: Howard Beall, circus performer; Col. Robert C. Clowry, a Chicago World's Fair promoter; John H. Gale, concessionaire.

10 Years Ago

O. S. Simpson, Houston attorney, was named receiver of Downey Bros.' Circus. . . . Kenneth R. Hamaker was appointed secretary-manager of California State Fair, Sacramento. . . . Irving H. Grossman was re-engaged to manage Riverview Park, Des Moines. . . . J. C. Simpson was contracted by Amusement Corporation of America by Elmer C. Valera, ACA treasurer, to be on the contracting staff of J. C. McCaffery, general manager. . . . L. B. Greenhaw and Max Fletcher were signed as contracting agents for Cole Bros.' Circus. . . . Premier Mussolini told newspapermen that "war or no war, the World's Fair in Rome will open as scheduled in the spring of 1942." Paul H. Huedepohl was the new general manager of Jantzen Beach Park, Portland, Ore. . . . Max Goodman announced he had signed Howard Ramsey as secretary-treasurer of Goodman Wonder Shows. . . . Rex de Rossett was preparing to begin

Flashbacks

his fourth year with Cole Bros.' Circus as spec and wardrobe manager. . . . Herbert J. Rushton was appointed general manager of Upper Peninsula State Fair, Escanaba, Mich. . . . Frank A. Coffee, president, and Benjamin Stierling Jr., managing director, had a five-year modernization program under way for Rocky Glen Park, Moose, Pa. . . . Dug Thomas announced his retirement from the carnival business. . . . Following a performance at the Cleveland Grotto Circus, Orin Davenport, show director, was presented with a gold wrist watch and plaque by performers. . . . C. L.

(Jack) Raum's circus and thrill show was contracted for fairs at Fremont, Goshocton and Wooster, O. Edward J. Carroll, Boston, named managing director, announced plans for rehabilitation of Riverside Park, Agawam, Mass. . . . Buster Gordon's human bullet act and W. M. Gear, general agent, were contracted by E. & V. Shows. . . . Clyde Beatty was ill on closing day of the Milwaukee Tripoli Shrine Circus and his wife, Harriet, presented his act. . . . Big Horn Basin District Fair Association, Powell, Wyo., named R. A. Roney, president, and re-elected H. L. Rains, manager. . . . L. W. Peters,

manager of Sylvan Beach Park, St. Louis, announced that week-end rodeo would be presented during 1940 season. . . . The new Miami Outdoor Showmen's Club of Florida elected David B. Endy, president; W. T. Tucker, John O'Leary and Melvin Dodson, vice-presidents, and J. M. Croft, secretary. . . . Aerial Orions made the Auto and Industrial Show at Brainerd, Minn., and were to play Shrine circuses in Minneapolis and Omaha. . . . Dr. D. A. O'Brian was elected president; Harley Toser, vice-president, and Walter Cornwall, treasurer, of Inter-County Fair Association, Turtle Lake, Wis. . . . Jack and Irving Rosenthal, co-owners, announced improvement plans for Palisades (N. J.) Park. Deaths: Charles T. Ogden, carnival man; George Palmer, circus man.

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## Dressing Room Gossip

### Polack Bros., Western

We were sorry to leave Cincinnati, where we had a grand time. Hanna Falkenberg, the former Miss Cincinnati Derby by Emil Paltenberg Jr. on his birthday. Those who attended were Mr. and Mrs. Ross Paul, Gus and Betty Bell, Harold Ward, Lucette and Eddie Khol, Mildred Keathley, Mr. and Mrs. Otto Griebling, Mr. and Mrs. Eddie Ward, Henry Walter and Alfred Skyrrett, Jo and Sylvester Anderson, Barney Leach, the Sherman Brothers, Harry Dan, Bobby Kellogg, Billy Griffin, Rudy Docky; Almed, Nino, Victor and Mike Landon; Mr. and Mrs. Lague, Gene Gould Trio, Frenchy Durant, Arthur Harris, Jack Kline, Edward Springer; Seate, Estrina and other members of the Royal-Repentky Troupe; Mr. and Mrs. Loran, Nana Woolford, Hubert Castle, Malita and Wicon.

The Sherman Brothers, whose home town is Bellevue, Ky., across the river from Cincinnati, entertained many of the folks. Arthur Springer, our announcer, took his first degree in Masonry in Cincinnati. Mike Kline was at the Zurah Temple for Mrs. Dennis Curtis and rejoined Polack Bros. in Chicago.

Justine L. Gyalis and Otto Griebblings were dinner guests of Dr. and Mrs. William Huebner in Cincinnati. Harry Adann and yours truly were invited by the Club Scouts in Cincinnati to attend one of their dinners and give a talk on clowns and circus life.

On the sick list with bad colds but missing a show, were Hubert Castle, Mike Landon and Arthur Springer. Recent visitors were Mr. and Mrs. Bob Torrell, former head up on Cole Bros., Tom Miles, Mr. and Mrs. Nick Wichlach, sister of Chester Sherman; Fattie Schloss, Al Lane and Harry Stahl. The Henderson—HREDDIE FREEMAN.

### Polack Bros., Eastern

If prizes had been awarded for the first arrival in Erie, Pa., the Wiswells would have won hands down. Erie is their home town and also Erie's Temple—Zem Zem. Frieda and Ernie entertained every day. Enjoying their hospitality were Mr. and Mrs. Sam Ward, Mr. and Mrs. Bill Kay, Mrs. I. J. Polack and her sister, Mrs. Howell; Mr. and Mrs. Fred Proper, Mr. and Mrs. J. J. Knecht, Mr. and Mrs. Neta Lewis, Mr. and Mrs. Whitey Boyd, Elsie and Richard Sidney, Al Hyman, Hedy May, Henry Kyles, Bill Green, Gene Handow, Dime and Connie Wilson, Ward-Bell Troupe and the writer.

Dennis Stevens visited several cities on the Imperial and Western Ballet de Paris in Buffalo. Elizabeth Gautier sings during the flying act. A new society has been formed, called the Gourmets. The group recently visited Henry Kyles; Lilly Woodard and Jim Moran visited Dennis Stevens. The writer went home to Cincinnati for the boys and visited friends of the Polack Western Unit, showing at the Taft Auditorium, IRENE LAFFERTY.

### West Bros.

Show played football stadiums at Bismarck in the Imperial and Western, Tex. The Gallagher family has left and has been replaced by the Knight family, doing wire, web and foot-slide. The Knights have returned from South America. Band leader Carmine Petracca has arranged new music for the show. Bubba Voss, ticket agent, joined in Orange. Ticket birthdays were observed by Mrs. West and Mrs. Cregg.

Julian West has purchased a truck show which will open under canopy late in April. The writer received a letter from old-time performer and clown, Bill Langer, who is retired on a farm in Gobles, Md. Recent visitors were Obert, Dorey and Art Miller, of the Kelly-Miller circus; Jack Harrison and Teddy Bowman, clowns—FRANK DE RUE.

### Rogers Bros.

A men's social club, called the Loolie Looseners, has been organized. Charter members are Leo Snyder, Warwick, Skippy and Danny O'Donald; Juan and Porky Yazzer, Yakzy Dashi, Jimmy and Buddy Adams; Sing Sing Spake, Wray Leach, Norman Hardini Hubbell. Frankie Lou Woods is an honorary member.

The Carltons left to join and paint the Biller show. Si Eulus has received a supply of attractive blue and white Rogers Bros. "T" shirts for distribution among the personnel. Lou Stomez's wife arrives from California and assists in the office. Pnll and Zee Strife promoted the Fort Myers Fla., date and hit the jackpot with 117 banners. Both shows showed Saturday.

Jimmy Adams fell in Wauchula but came thru unscratched. Eddie Hunt and family and Charles J. Hunt were daily visitors to the Miami area and report four more baby elephants are enroute to their Hunt Bros.' Circus. Our bull acts were under direction of sweet Pat Schaeffler, assisted by Joyce Kuhn, Billy Sheets and Frankie Woods.

Whenever the show has a late arrival or is short of help, Doc Phillips comes to the rescue by producing scores of working boys. Billy Sheets returned from the Hialeah dog track with a raring greyhound—GEORGE HUBLER.

### Ayres & Kathryn Davies

Old Man Winter has been following us. The last half of the week it has been down to 15 below zero. We are looking forward to the closing of the indoor show about March 24. Then we will have four weeks layoff and open under canvas about April 20.

At Deloit, Wis., Bill Morris joined for the day with his baby elephant, Jewel. The Bellows gave the show a full-page notice with pictures. At Fond du Lac, Wis., there was a band of 114 pieces from 24 schools under direction of Merle Evans, of the Ringling-Barnum show.

We had a day off after Fond du Lac, so Mr. and Mrs. Ollie Heerdink, Walter Raudenbush, Charles (Doc) Haag and the writer motored to Milwaukee to catch the Hamid-Morton Shrine Circus. There acquaintances with Joe Hansen, Jack Banta, Harry LeMar and the Zavatta Troupe were renewed. Also met Sa-So, Rub Collins and Billy Hudson.

Manager Fred Davies was without a trailer four days after an axle broke at Fond du Lac. He picked it up on the way back into Illinois. Visitors were Dr. Taylor, CFA of Fond du Lac, and Mr. Wilson, Ripon newspaper editor.—HARRY VILLE-POINTEAUX.

### Frank Wirtl's

Frank Wirtl's first indoor Shrine circus this year opened at the Bushnell Memorial Auditorium in Hartford for the week ended February 25. Despite snow and cold weather we had good business, doing three shows Saturday. The morning show for crippled children took in the big 3,267 available seats. Shriners served us a luncheon on the stage and we had parties almost every night.

Patricia, of the Sphinx Temple invited us to his home, where we had wonderful times in his recreation room called the S. S. Jopelade. Songs were rendered by Jopel, of the Florida Trio.

Frank Wirtl was ill the first three days. Karl Erickson worked with a sprained thumb. Visitors included Eddie Nye, Gil Conlins, Charles Davitt, Joe Beach and Charlie Frank.—CONCHITA ERIKSON.

## Gran Circo Americano

Show was held over an additional week in Willemstad, Curacao, N. W. I. due to non-arrival of HMS La Una, which was held up in storms in the Bahamas. Special children's matinees were given Monday and Wednesday. Chesterfield Cigarettes bought out the matinee, Monday (27) and show was open-house for the local genrey.

Mel Henry has purchased a baby seal, The Bontas, Earl Dean, Rosettis, Bob Vinsonhaber, Hodgins, Jimmy Harrington and Eddie Pedrero were guests at a wedding reception held at the Park Hotel. Tony Builrago has re-wrapped the music for the show. Milton Poles brought an amplifier for his practicing with various musical instruments. The Hodges-Hodgins Troupe closed show February 27 and flew to Miami in order to re-join Siebrand Circus and Carnival for its March 11 opening in Phoenix.—EARL DEAN AND JOE HODGIES HODGINI.

## Clyde Bros.

In Evansville, Ind., Karl K. Knecht gave the show some excellent write-ups. Kenneth Waite, Gene Lewis and Frank Grain spotted new clown wardrobe. Tama Frank Jr.'s roping act went big. We never will forget Campagna, Ill., and the 6 below zero weather. The Bonds purchased a new panel truck. Fay Avalon has added a cute dance to the come-in. Torchy Townsend and the writer thought they had unusual good-dresses until they saw Frank Grain's Carmen Miranda walk-around.

Practice session is in full swing with Eric Filmore, Percy and Winiford Townsend, and the Mar-Vels working out every day. Visitors included Mr. and Mrs. E. R. Gray, Mr. and Mrs. Will Fussner and son, Mr. and Mrs. Karl K. Knecht, Harold Burgess, Don McDonald and Billy Senior.—GRACIE HANNEFORD.

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Coming Events

ALABAMA

Montgomery-Park Stock Show, March 22-23. Glenn T. Stebbins, Box 1398.

ARIZONA

Phoenix-Phoenix Rodeo, March 24-26. Tucson-Livestock Show, March 24-26.

CALIFORNIA

Oakland-Oakland Home Show, March 11-19. Ira W. Curry.

CONNECTICUT

Hartford-Flower Show, March 18-21. Richard Henderson, care Hartford Times.

FLORIDA

Bradenton-DeLore Celebration, March 23-25. William Dumas, 428 15th St. Miami-Miami Home Show, March 18-24. H. M. Brooks, 252 N. E. 54th St. Saint Petersburg-Festival of States, March 12-15. Paul Dovers, care Commerce.

GEORGIA

Macon-Pan Catlle Show & Sale, March 20-21. L. B. Allen, Jr., Box 283.

IOWA

Davenport-Miss. Valley Home & Food Show, March 8-13. O. Laverne Flambo, Moline, Ill.

KANSAS

Wichita-Police Circus, March 13-18. Ben C. Trues, 317 E. 10th St.

MASSACHUSETTS

Boston-Boston Gift Show, March 8-10. William K. Little, 250 Fifth Ave., New York. Boston-Power Show of the S., March 12-13. Arno H. Nehring, 300 Mass. Ave.

MICHIGAN

Detroit-Flower Gift Show, March 29-April 2. Werner M. Hoy, 469 Cass Ave. Grand Rapids-Home Show, March 13-18. Frank E. Klerke, 500 Ionia St., N. W.

MINNESOTA

Minneapolis-Sheras Circus, March 3-11. Noel Van Tibourg, care Auditorium. St. Paul-Sheras Circus, March 13-18. Walter T. King, Masonic Temple.

MISSISSIPPI

Greenwood-Delta Livestock Fair, March 23-28. E. H. Blackstone, Box 54. Port Clinton-O. W. Miss. Fair Stock Show, Feb. 28-29. C. C. Rawson, Box 506. Hattiesburg-South Miss. Livestock Show, March 13-15. N. S. Hand.

MISSOURI

Kansas City-Police Circus, March 7-12. H. E. Dodge, 1155 Grand St.

MONTANA

Bozeman-Montana Winter Fair, March 28-April 1. George T. Sims, Box 128.

NEBRASKA

Omaha-Sports Show in Auditorium, March 18-26. Ken Ferguson.

NEW YORK

Buffalo-Sportmen's Show, March 17-24. B. Fairbanks, 520 Park St. Bldg., Boston. New York-American Toy Fair, March 6-17. H. D. Clark, 205 11th Ave. New York-National Antique Show, March 10-14. Vernon Van Dine, 11th Ave. New York-Internat'l. Flower Show, March 20-25. Clifford Lovelace, 337 W. 58th St.

NORTH DAKOTA

Mingol-Northern Farm & Home Week, March 21-23. Mark B. Rhoad. Valley City-Winter Show & Agr. Fair, March 6-11. A. M. Paulson, City Hall.

OHIO

Cleveland-Home & Home Show, March 4-12. Ralph F. Broadard, 520 Leader Bldg. Columbus-Sport & Home Week, March 21-24. George B. 12-16. Home Ketcham, 1116 Dayton-Sheras Circus, March 23-April 1. Merle Schlammer. Toledo-Toledo Blade Home & Travel Show, March 18-26. Orlin H. Tarkent, 500 Spitzer Bldg.

OKLAHOMA

Oklahoma City-Oka. 4-H & FFA Livestock Show, March 20-25. Ed Deming. Oklahoma City-Sports & Travel Show of Oka, March 12-15. Home Ketcham, 1116 N. W. 34th St. Tulsa-Livestock Expo. of Tulsa, March 18-24. Clarence C. Lester, Box 2326.

PENNSYLVANIA

Harrisburg-Builders Show, March 8-11. J. L. Baxton, 2501 N. 2nd St. Philadelphia-Flower Show, March 20-25. Harry M. Waterer, 1116 Packard Bldg.

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Richwine Speedway To Debut April 16

MECHANICSBURG, Pa., March 4.—The 1950 racing season at Roy E. Richwine's Williams Grove Speedway will get underway April 16 with an ABA big car auto races.

Richwine has scheduled 10 big car races for the season. The dates, in addition to the premiere, are: April 30, May 21, June 11, July 2 and 30, August 13, September 10 and October 8 and 22.

Hot rods will make their first appearance on April 23, and on other dates to be announced and scheduled. Also planned are midget auto, stock auto, and motorcycle races and auto stunt shows.

No Trouble Booking Act, Picchiani Says

NEW YORK, March 4.—James Picchiani, a personal manager who last week laid the Li-Chung Zai Troupe \$1,500 in lieu of posting bond and being booked in this country, this week said that he had refused to act because it was not made up entirely of Chinese personnel as he had expected. The pay-off represented about \$500 more than the round trip fares from Europe.

Picchiani said he had more than the guaranteed 20 weeks promised the act, but canceled them out. The three-person act is said to include a French woman.

Ernie Young Signs Show For Springfield Home Expo

CHICAGO, March 4.—Ernie Young, of the Ernie Young Agency here, announced this week that he had signed the act for the stage show at the Home, Sports and Travel Show, April 10-16 in Springfield, Ill.

Production will be staged in the Art and Exposition Building on Illinois State Fairgrounds and talent line-up includes Chuck Brown and Rita, comedy; Nissen and Duo, trampoline; John Laddie and Company; combination ladder-dog act Jimmie Rae, acrobat; Jane Margo, dancer, and Novak and Fay, comedy.

Wharton Cele to Garden State

WHARTON, N. J., March 4.—R. H. Miner's Garden State Shows has been contracted to provide the midway at this year's Wharton Fire Company, Inc. celebration to be held June 5-10. William F. Ritter, entertainment committee secretary, signed for the local group at its regular monthly meeting this week. Ritter said the shows will be the first to exhibit in the city since 1940 and that they will set up in town on the fire company's new grounds opposite Borough Hall and the firehouse.

Philadelphia Gift Show of Pa. March 13-17

Philadelphia-Ottie, 520 Fifth Ave., New York. Philadelphia-New Crown opposite Commerce, March 3-11. Clinton W. Smullen, 311 Harbortown Bldg.

RHODE ISLAND

Providence-Cater & Home Show, March 7-10. William Cotter Jr., Kingston, R. I.

SOUTH DAKOTA

Deadwood-Back Hills Bldg. & Industrial Show, March 20-26.

TEXAS

Bay City-Country Livestock Show & Expo, March 15-16. Corpus Christi-Bucanero Days, March 28-30. Curtis-Country Texas Livestock Show, March 22-24. Fred W. Butcher, Chamber of Commerce. Dallas-Dallas Nat'l. Home Show, March 25-April 2. Grover Godfrey, Chamber of Commerce Bldg. Houston-Champion Sports Show in Coliseum, March 18-22. Lubbock-Juniata Pet Stock Show, March 20-22. J. A. Davis, care Home Show, March 22-26. Dean Johnson. Victoria-Ayres's Livestock Show & Expo, March 8-13.

WISCONSIN

Milwaukee-Milwaukee Home Show, March 18-25. J. J. Holvick, 806 W. Wisconsin Ave.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. For instance postage mailing plates are listed.)

- All-American Midway: Bobotown, Tex. American Midway: Metcreek, Tex. Bobo & Bone United: Cotter, Tex. Cal-Mo: Edwards, Miss. Sady: Miami, Fla. Florida Greaser: (Orange Show) San Bernardino, Calif. 8-12. Felt's Celebration: Carlsbad, N. M. 15-18. Franklin, Don, No. 1: Kingsville, Tex.; Beeville 12-18. Jack & Robert, Joseph J. Anderson, S. C.; Johnston Hill 13-16. Magic Valley: Montgomery, Ala. Marion Greaser: Hartsville, S. C. Midwestern Expo.: Colored Fair, Beaumont, Tex.; Jasper 13-16. Mopac Circus: Dumas Springs, La. Moore's Modern: Crystal City, Tex. Orange State: Dania, Fla.; Pahokee 13-18. Palm Beach: Palm Beach, Fla. Pike Am.: Hillsboro, Tex. Pine State: No. Charleston, S. C., 11-16. Pott's Broadway: Ocala, Fla. Raftery: Southport, N. C. 13-18. Royal Crown: Daytona Beach, Fla.; Austin 13-18. Royal Expo: Dania, Fla.; Pahokee 13-18. South Am. Co.: Waco, Tex. Southern Valley: Natchez, Miss., 8-12. Sparks, J. A.: Ozark, Miss. Sunshine: (Fair) Barrow, Fla. Texas: Pharr, Tex.

United Expo.: Greenville, Tex., 9-18. Victory Expo.: Eagle Pass, Tex.; Uvalde 13-18. Wisconsin Greaser: Phoenix, Ariz., 11-18.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Dale's: Tampa, Fla., 17-19. Davenport: Orlin, Ill. Paul, Minn., 13-18. Hamilton-Motion: (Auditorium) Kansas City, Mo., 6-11; Wichita, Kan., 10-16. Polack Bros.: (Eastern) Roanoke, Va., 6-11; Akron, O., 12-23. Polack Bros.: (Western) Chicago, Ill., 8-10; Rogers Bros.: Orlando, Fla., 8-1; Sanford 9; Daytona Beach 10; Palatka 11; Gainesville 12. West Bros.: Colorado City, Tex., 7; Ocala 8; Big Spring 9; Midland 10; Topeka, N. M., 11-12.

Misc. Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Carroll Bros. Conjure Circus: Texarkana, Tex., 8-10; Hope, Ark., 13-14; Ida. La., 15. Ice Canades: Arena St. Louis, Mo., 7-14; (Arena) Chicago, Ill., 13-April 2. Ice Polos: (Memorial Auditorium) Buffalo, N. Y., 7-12; (Arenas) New Haven, Conn., 14-20. Miller's Irvin C., Brown-Skinn Models (Polka Mountain), Ala., 8-9; (Rocky) Seidman 10; (Pitts) Besemer 11-12; (Star) Selma 13. Roller Skating Venues (Stadium) Grand Rapids, Mich., 7-12; (I. M. A. Auditorium) Flint 14-19. Swanz's Harry, Hefels 10-20 (Homes) Newport News, Va., F. (Green) Charleston, S. C., 10-11; (State) Winston-Salem, N. C., 15; (Playhouse) Statesville 15-18.

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## Gallagher Debuts In Michigan's First Drive-In Drug Store

PONTIAC, Mich., March 4.—Grand opening of Michigan's first drive-in drug store west of this city, February 25, proved a smashing business venture. Jack Gallagher, owner of Playland Shows and Past President of the Michigan Showmen's Association. He and his wife, Bessie, were assisted in handling the showmen by showmen, including Eddie Parker, Charles Rafel, Jim Gallagher, Maurice Lansberg and Thomas J. Gordon. The latter, a retired showman performer, donned a clown costume to entertain the opening night turn-out.

## Ferris Greater Registers Okay Biz in Imperial

IMPERIAL, Calif., March 4. — Ferris Greater Shows, operating for the first time on the midway at the California Midwinter Exposition in the Valley here (February 25-March 5), is doing okay business. Larry Ferris, org's owner, announced. Inauguration of a 9-cent ride admission gain on School Day, Monday (27), strengthened a usually light day.

Two new games debuted with the org. The Atomic Raceboat, built by Frank Redmond and Cal Swalm, had four machines using 85 pounds of pressure to shoot sponge rubber balls at target racks. The second game, a new version of the Derby, uses miniature passenger cars instead of horses. Built by Hal Fisher, it is owned by Howard Bishop and operated by Raymond Leele.

Jimmy Lynch, of the Gay-Lynch Enterprises, and Joe Krug had the food concessions. Krug's concession was handled by Eddie Neu.

Art Converse's Side Show featured Bert the magician; Jim Hall, Pop Egan, William Shaw, ear eater; Mo Neally Bircher, midget; Joyce Dunn, pictures; Harry Warren, tattooed man; Norman McIntosh, wire-haired man; Raymond Donner, iron tongue; Melvin Burkhardt, inside talker; Mickey Mite, sword boy; Midget Midge, sultan; Alvin Dutch; Schue had his kiddie roller coaster as an independent ride.

Raymond Treanor, of Pat Treanor & Sons, had nine novelty stands on the grounds, with Gil O'Toole, George Deane, E. D. Bir and Ed McManis as end. Bill Gerard, worked the grounds as Bebe the clown. Gene Holter's miniature cattle operated as a walk-around. Normie Dutch had his kiddie roller coaster as an independent ride.

## 4 Special Trains Carry Aussie Units

SYDNEY, March 4.—Showman's Guild of Australia (S.G.A.) is well pleased with the general turnout in Queensland for the midways at the various country agricultural fairs and claim there is never any trouble between the S.G.A. and the fair committees because of the organization that has been booked in. Showmen tour Queensland in four special trains, which total over two miles in length, thus avoiding driving from town to town over non-foo-good roads by motor truck. In addition to the Queensland fairs, they have issued to showmen a guide to the grounds, with plans of the midway and the price per foot for space. In addition to the plan is the location of the regular showmen and the footage they occupy, so before he starts on the tour every showman knows what each stand will cost and

## SLA Buffalo Bill Party Pulls 250

Cowboy garb worn in honor of club's first pres.—W. Driver marks 78th birthday

CHICAGO, March 4.—An estimated 250 show people donned cowboy hats and kerchiefs at the Buffalo Bill party held here by the Showmen's League of America February 25, in commemoration of the club's first president's 104th birthday. Walter L. Driver, SLA treasurer, also celebrated his 78th birthday at the event.

The league's clubrooms were decorated with blue kerchiefs at the party, some of it being back to the time of Buffalo Bill's Wild West Show.

Floorshow, emceed by Chick Schloss, was the highlight of the program and included Skippy Pope, Arizona Jack and Textie, Grace Lynn, June Nass and Irene Chapel. Ralph Pope's org provided the music. Other entertainment included a square dance and a hula contest with Walter F. Driver, Fred and Ned Tori participants in the latter.

Bernie Mendelson and Whitley Leharter were co-chairmen of the party, assisted by Max Brantman and the Attractions. Ed Sharkey was in charge of cooking the beef, with Sam Solomon carving. Mel Harris made the potato salad.

## Bruno Zacchini Act, Ben Braunstein to Wallace & Murray

AUGUSTA, Ga., March 4.—Singing of Bruno Zacchini cannot act as the free attraction and of Ben Braunstein as the new manager of the show, Wallace & Murray shows announced this week at org's winter quarters.

Cannot act is expected to hypo business as the shows are routed into spots where such an attraction will be new.

Braunstein, in for a huddle with Owner Al Wallace, enthused about the show's outlook. He said Sharkey will carry about 10 rides, as many shows and 40 concessions.

## Harris Org Preps For March 25 Bow

GRENADA, Miss., March 4.—Royal Midland Shows' rebuilding activities are being pushed at local quarters in preparation for the March 25 opener at the Oxford, Miss. American Legion Post Festival grounds.

Manager Bill Harris has supervised the overhauling and repainting of the office—owned concessions. Mack Quistrand and Brownie Cline are rebuilding racks on the Ferris Wheel truck and constructing all new ticket boxes. Bob Harris did crew are upholstering the Ferris Wheel seats and building new fronts for all rides, while Alan Clinger's crew is working on the new lighting system.

Owner Roxie Harris planned to go to Memphis to purchase new lighting equipment from Lewis-Diesel. Dodie Harris is operating the dining room here. Elmer Salkeld was a recent arrival.

Owner Roxie Harris, Bill Harris and Mrs. Showman, Bob Harris were recent dinner guests at Mr. McRobb's "Doc" Felmet. He's a former show manager and legal adjuster for the Crystal Exposition Shows.

where he is to be located on a particular midway. This set-up is the result of co-operation between the S.G.A. and the Chamber of Agricultural Societies.

## 47 Ohio Annually Signed by Gooding

COLUMBUS, O., March 4.—Gooding Amusement Company, which headquarters here, will provide midway attractions at 47 Ohio fairs in 1950, President Floyd E. Gooding announced. The company's Ohio division is the Ohio State Fair, Columbus, for which the Gooding org. has held the contract for 30 years.

In addition, Gooding has signed the contract for the celebration at Lancaster, O., June 5-10.

Fairs dates include Fayette County, Washington, C. H.; Knox County, Mount Vernon; Green County, Xenia; Clinton County, Wilmington; Auglaize County, Wapakoneta; Trumbull County, Free Fair, Wren; Champaign County, Urbana; Miami County, City; Mercer County, Canal; Muskingum county Zanesville; Clark County, Springfield; Ashland County, Jefferson.

Cuyahoga County, Berea; Great Lakes County, Greenview; Madison County, London; Lorain County, Wellington; Lake County, Painesville; Seneca County, Tiffin; Allen County, Lima; Henry County, Napoleon; Morgan County, Burton; Mahoning County, Canfield; Stark County, Canton; Montgomery County, Dayton; Van Wert County, Van Wert; Sandusky County, Fremont.

Hamilton County, Carthage; Shelby County, Sidney; Williams County, Montpelier; Lucas County, Toledo; Marion County, Cadiz; Delaware County, Delaware; Warren County, Lebanon; Jackson County, Appie Festival, Jackson; Jefferson County, Smithfield; Butler County, Hamilton; Carroll County, Carrollton; Hardin County, Kenton; Brown County, Georgetown; Fairfield County, Lancaster; Loudonville Free Street Fair, Loudonville; Bellevue Free Street Fair, Bellevue; Lawrence County, Proctorville; Plain City Fair, Plain City; Columbiana Free State Fair, Columbiana; Circleville Free State Fair, Circleville; Pumpkin Show, Circleville.

## Francis Awaiting Weather Break To Launch '50 Jaunt

ST. LOUIS, March 11.—The John Treanor Show, a practically ready for the season's opening, according to owner 'ohn Francis, who says he plans to toss off the winter's wraps with the first good weather in this city, show's winter quarters.

Quarters activities eased this week, with only the painting of the Merry-Go-Round horses remaining. Already rumba band of eight men. Plans is for new fronts and a fluorescent entrance.

Mrs. Lois Francis has recovered from last year's pneumonia and is ready for the opening. Pat Patterson, a 64-year-old veteran, also is anxiously awaiting the season's bow.

Other winter quarters included Fred Lambert, Heinie Berger, Bennie Wear, George Regan, Sid Sidenberg, John McGee and Edwin Schantz.

## Rita Cortez Returns To Endy Bros.' Shows

MIAMI, March 4.—Rita Cortez has been signed to return to the Endy Bros.' Shows for the second season. The Cortez unit will carry its own rumba band of eight men. Plans is for all new wardrobe and scenery.

Endy, who recently scored a winner at the pre-Lenten bazaar at St. Alban, Church in the Coconut Grove section of Miami, has booked a circuit at the Miami Surf Club and the Everglades Club, Palm Beach, and will follow with a carnival at both spots.

## Akron Fair Revival Inked By Cavalcade

Berger Sigus Contract

AKRON, March 4.—Cavalcade of Amusements, Inc., has been contracted to supply the midway attractions at Summit County Fair which is to be reviewed here July 31-August 6. Louis Sigus, general agent, closed for Cavalcade.

The fair has been out of action since the early '20s. The revival will be held at the 160-acre Ascot Park by Griffiths-Palmer Enterprises Inc., here. The firm has been active in the promotion of auto racing, civic events and football games. Key men in the Griffiths-Palmer org. are Bill Griffiths, Ed Palmer and Bill Reed.

## Reynolds Contracts Five Still Dates In Okla., Mo., Kan.

MUSKOGEE, Okla., March 4.—Still dates at Oklahoma City; Joplin, Mo.; Wichita and Topeka, Kan., and Kansas City, Mo., have been signed by World of Today Shows, Owner C. Reynolds said in a recent visit to winter quarters here.

Reynolds purchased two 350 KVA Diesel light plants and one 40 KVA auxiliary from Stuart Stevenson, Houston. Reynolds and Art Signor, org's treasurer, also went to Oklahoma City, where they purchased several clearances.

Ralph Clawson is supervising quarters work. His crew includes Jay Brazel, Pappy Miller, Frank Goodale, Kenny Walton, Lloyd Schedel, Buddy Myers, Deafy Adams and Kenzo.

Ted Williams is building a new cookhouse. Chuck Magid is skedded to arrive soon to ready the stands and accept delivery on a new house trailer. Williams has crew in from Sprigs just as he has purchased 24 new diggers and is building two new stands. Dad Reynolds is building a new trailer. Williams also has a peanut making repairs on his popcorn and peanut trailer. Signor is readying his new long-range shooting gallery.

## Bellflower, Calif., Annual Inks Crafts

BELLFLOWER, Calif., March 4.—Crafts Fair & Exposition Shows were awarded the contract for the Los Angeles County Spring Fair here, May 29-June 4. Roy Cohen, general representative of the Craft unit reported. This marks the first time Crafts has had the date, formerly played by Ferris Greater Shows. Also signed by John weaver the Days of the Verdugo Celebration in Glendale, Calif., and the annual Community Fair, Ontario, Calif. Orville Curtis, owner of Crafts Shows, is expected to back this week from an extended plane trip that included visits to Lima, Peru; Santiago, Chile, and Rio de Janeiro, Brazil.

## '50 Muncie Midway To J. J. Jones Expo

BAINBRIDGE, Ga., March 4.—Officials of Johnny J. Jones Exposition announced here this week that their show has been awarded the contract to furnish all midway attractions and concessions at the Delaware County Fair, Muncie, Ind.

Dates of the Muncie annual are July 30-Aug. 6. Fred Norrick is secretary-manager.

## MIDWAY CONFAB

Howard Robbins, member of the National Showmen's Association, is celebrating the birth of his third daughter. . . . Charles Rubinstein, Jack Silverman and Johnny J. Kline have returned to their eastern headquarters following a Florida vacation. . . . Eddie and Ray Goldman are in Haiti acquainting the natives with their custard machines.

To get advice in limited quantities, a manager has only to ask an unsuccessful showman for it.

Frank Gaskins, general agent of 20th Century Shows, has returned to his Ottawa, Kan., home following a throat operation in a Kansas City Mo. hospital. . . . Ervin Brown, last year with J. A. Sparks Shows, is with the National Service & Supply Company, Detroit, learning the cash register business. He plans to join Sparks when the season opens.

An expert on midway knowledge is one person who knows the difference between a gully and a truck show.

B. C. McDonald, again will have charge of the office on Harry Craig's heart of Texas Shows this season. McDonald arrived at Cory's Brownwood, Tex., quarters, after working Florida dates with John J. Caruso. . . . Bill Collins and Noble Fairly, owner and manager respectively of the William T. Collins Shows, accompanied by Collins's brother, were recent visitors at World of Today Shows' Brownwood, Tex., winter quarters.

We know of our means of getting into the griping club then wonder why it's impossible to keep show secrets.

Mr. and Mrs. James R. Shipman have booked their popcorn, snow cone and pea pool stands with Kinland Amusement Company for 1950. Joe Mole reports that Mamie Butters is at the Palo Verde Hospital, Blythe, Calif., recuperating from injuries sustained in a recent accident. . . . Bill Perrot, member of the Greater Tampa Showmen's Association is still confined in the sanitarium at Orlando, Fla., and would like to read letters from friends. His address is Box 3153.

Cold mornings should be a warning to showmen with itchy feet to think twice before they merge their midways with low temperatures.

E. J. Casey, of E. J. Casey Shows, joined business and civic leaders of Winnipeg, his org's home base, in paying tribute recently to The Winnipeg Tribune upon the latter's 60th anniversary. The Casey org. using a quarter-page advertisement in the huge 156-page anniversary edition published by the paper, details the dramatic rise of Casey in outdoor show business. The text pointed out

that Casey started in 1934 with one ride and \$900 and that his equipment, which embraces 14 rides, 7 shows and 40 concessions, now is appraised in excess of \$180,000. Ad also mentioned that the Casey organization played a large part in raising \$400,000 for various World War II funds.

No one in his his box been really abused unless he's been a lot layout man or woe the program chairman of a show club benefit performance.

Gay-Lynch Enterprises will be at the National Orange Show, San Bernardino, Calif., with a cafeteria trailer, grab trailer and a beer concession. Firm has 12 units on the road. . . . Marty Brown, known as the "Royal Canadian Jag," writes from Boston that he has decided to quit the road after 23 years. . . . Carl E. Manthey Jr., who had the front on the Funhouse last season with Sylvia Bro. Shows, writes from Trinidad that he is spending the winter as a seaman with the Moore-McCormick Line in Southern waters. This affords him the opportunity to visit outdoor show enterprises in foreign lands.

The first thing a new midway prospect should do is to buy a sub, which he can dump in the cause of a good old shake-em-up show.

Mrs. F. Percy Morency (Alyne Potter) is recovering from injuries sustained in a fall at her home in Buffalo six weeks ago. She would like to read letters from friends. Her address is New Liberty Park, Buffalo. . . . Louis J. Riley, former owner of Dixie Belle Shows, is in an Owensboro, Ky., hospital receiving treatment for a kidney disorder.

Harold (Harry) Lankford son of Walter Lankford, former owner of Lankford's Overland Shows, and his wife, the former Ruth Jackson of Gastonia, N. C., are visiting friends in Augusta, Ga. . . . Just before leaving Miami for the North, Red and Florence Canfield enjoyed a visit from Bob Hill, of the Ross Sinderon Kiddie Ride. Bob was on route to Key West, Fla.

Defense for the guy who took a powder with ketchup dough and wants to come back five years later is: "Look how long I've been going straight!"

Mr. and Mrs. Clifford C. Groscurch, owners, Blue Grass Shows, are visiting Cliff's brother, who is ill, in Detroit. . . . D. Wade, general representative of W. G. Wade Shows, is back on the job after undergoing surgery in Woman's Hospital, Detroit. . . . Glenn Wade, show owner, has returned to winter quarters in Detroit following a trip to New Orleans and Miami. Harry Mamas has bought a new truck show business. The text pointed out trailer to handle the new Rock-



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*good reasons*  
See page 72



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Route 25, Box 611, Sikeston, Indiana

**Lawrence Greaser Shows**  
America's Most Progressive Carnival

**WANT**  
Frozen Custard, Phobos, American Palmists, A-1 Combination Billposter, RIDE HELP and Useful Show People in all Departments.  
All replies to:  
**WINTER QUARTERS—Moultrie, Ga.**

**FAMOUS TAYLOR MADE III-STRIKERS**  
Features 3700 lbs. new combination Track and Tower \$1800.00. Other mobile 1000 lbs. steel tower classified Towers, also new Counter strikers for \$1000.00. \$1000.00 Per Pair.  
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**FOR SALE OR LEASE**  
PORTABLE TWEEL CAR SCOOTER  
(Park Type), 32"x72"  
Good condition. Best season, if sold, must be moved at once.  
**LEO LANE**  
Box 132, Savannah Beach, Ga.

**FOR SALE**  
**KIDDIE AUTO RIDE**  
Allen Barnhart to have new low bearings, wear, V-belt cluted, batteries, new tire 200.  
A. A. KERR, 1417 N. Synanon, Philadelphia, Pa.

**WANTED**  
ACTS AND RIDES FOR FALL FESTIVAL  
Desire Sep. 14, 15 & 16th, 1950. Write  
The Bloomingdale Commercial Club, Inc.  
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**WHEELS OF ALL KINDS PADDLES—LAYDOWNS**  
**FAIR AND CARNIVAL SUPPLIES & EQUIPMENT**

• ALUMINUM MILK BOTTLES  
• CANEY SACK TRACK  
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From the Jungle of Borneo  
Shrunkén Friends and Shrunkén Boles, Fun Crazy, Rock Shows, Two-Headed Baby, Dried Plummy Soda, Many other attractions. We sell the wonders. Write for prices and conditions.  
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228 W. 42nd Street, New York, N. Y.  
Open all year round  
Want Freaks and Novelty Acts.  
State salary and all particulars in first letter.

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Popcorn Machines & Concession Equipment & Supplies  
**HEAVENS POPCORN CO.**  
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**CAN PLACE AGENTS**  
For Hanky Panky, Fish Pond, Cigarette, Gally, Mill Bottles, Pitch Games, P. C. Agents, Married Couple. Give very liberal propositions. Bingo Counter Men. (Phil Cooper, write.) Show opens early. All write:  
**ROSS E. REED**  
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**Dyer's Greater Shows**  
Opening March 24, W. Helena, Ark. Open until later.  
Want Motorshow, Shows, What have you? First Main Carriole, First Main Car, Big Kid, Second Row all side, Concession open, Lard Concession, First Main Car, New Arrow, Hoop-La, and any legitimate Monkey Pan, Dancers, Cook, Show, Arcade, odd, Write  
**R. E. NEPPER, MGR.**  
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**MOON BROS.' SHOWS**  
Opening March 23th, on Saturdays This vicinity.  
Want Agent for Office Concessions, Will book Bill Gena, Photo, Popcorn, Snow Cone, Cotton Candy, Rock Shows, any Hanky Panky, one of a kind, Concession \$10.00, Side Show People who take or more acts, 5 Men, 1000 Kiddie Ride, Three on platform, Book Major Ride, Address  
**R. E. NEPPER, MGR.**  
General Delivery, Texarkana, Texas  
P.O. Free Water Quarters, room on.

**CLAYTON'S CONCESSIONS**  
WANT  
Labor and reliable Hanky Pank Agents. Paid very and drinking tolerated. Also good age and Hanky Pank Agents preferred. Write, come on. Address 25-A S. Court St., Greenville, S. C.

**NEW CUSTOM DERBYS**  
**FOR SALE, \$2,940.00 EACH**  
16 UNITS—25-FOOT STEEL FRAME TRAILER, SOLID MAHOGANY ROLL-DOWN ALLEYS, WRITE NOW FOR DETAILS.  
**JACK DOKE**  
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All Sizes—New And Used—All Styles.  
BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine  
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o-Plane, due to be delivered soon to the Wade quarters. . . J. R. Stephens and Bill Meyers, photo gallery ops on various shows, are working out a deal to handle identification pictures for all Michigan bartenders in cities, under a new law which makes such photos necessary. Stephens and Meyers may go on the road with a new Michigan carnival this season.

Shows heading north at this time of the year may be a sign of spring, or perhaps they're going back to a late December date to pick up a bonkroll they lost.

Michale and Hilda Roman, who closed a successful 10-day stand in Miami under a local church sponsorship recently, have signed to return to the John H. Marks Shows in 1950. . . Elsie and Bob Chiam have completed their new cook-house which has been booked on Tivoli Exposition Shows for the coming season. Key personnel, Chism says, will include Rocky Adams and Herb Woodford. . . Edward A. Kennedy, for 12 years a special agent for the Johnny J. Jones Exposition, is in a serious condition at Bellevue Hospital, New York. He entered the hospital two weeks ago for observation. Kennedy, who is 62 years old, spent 50 years in advance of circuses and carnivals until his retirement 12 years ago. He was with the Ringling circus the year it became a railroad show.

Swapping old established territory for new can be accomplished, but it's like the promoting of the proverbial hot stove—a beware hot of grief for a doubtful dollar.

Zora Blaire, Girl Show operator, and Ed Bates Smith, costume de-

signer, took in the Mardi Gras at New Orleans. Zora is slated to play two more night club dates in Dallas and Houston. Working on the road, Dimples Holmes, of Prell's Broadway Shows, was honored by her mother, Peggy Holmes, at a party in the home of the Delaney family, in celebration of the former's 14th birthday. Guests included Chubby Holmes, Lee Erdman, Harvey and Tom Williams, Geneie and Danny Neilon, Ann and Albert Belk and Ray Rayetta. . . A. J. Duffy will return to Sunset Amusement Company as publicity director, his fourth consecutive season in that capacity, at shows' Excelsior Springs, Mo., winter quarters. The shows are expected to open their season early in April.

Reason a girl show operator gave for having a bad season was "my performance wasn't suitable for kids and my first-teeth audience couldn't buy my candy."

Bill Wilcox, of the Heart of America Showers, Cluh, Kan., City, Mo., is wintering in Hot Springs. . . F. O. (Tarzan) Banks, of the road since 1940 and who operated his own shows at Virginia Beach and Ocean View Beach, Norfolk, for the past two years, has returned to his headquarters from a lengthy buying trip. He plans to present his latest additions at American and Canadian spots shows on a tour that winds up in Cleveland April 29. He'll then return to the road with Imperial Shows. . . Patsy Rossinia, concessionaire playing winter fairs in Florida, again will be with the Morning Shows at Virginia Beach until their season near Philadelphia late in April.

Showman who fear the worst might take a day from other shows and offer a new line of goods when customers stop buying. It even bargain prices when in money-scarce towns.

Harry W. Lamon writes from Columbus, Ga., that Mrs. Cecill (Bohler) Williams, of New Orleans, recently was buried in a local cemetery. Mrs. Hendrix was the widow of Jack Williams, well-known legal adviser in the state. She was aged 80. . . Harold M. Kilpatrick, circus and carnival billboarder, who has been a tuberculosis patient at Western, N. C. Sanitorium, Black Mountain, N. C., for the past four years, advises that he expects to undergo an operation for the removal of his tumor. The Laredo Show, known as the disease. . . G. O. Case, after closing with Blue & White Shows and visiting friends in Corpus Christi, Tex., motored to his farm in Georgetown, Miss., where he will remain until late in the summer when he will play a number of celebrations and dates. He will close his 1950 tour at Louisiana State Fair, Shreveport.

J. George Loos, veteran showman and owner of Greater United Shows, was the subject of a detailed profile, plus a pen-and-ink sketch, recently in the Laredo Show. In the sketch, his shows, which winter in that city, opened their 29th consecutive stand at the Washington Birthday celebration. In the text his lease to two columns in the standard-sized page paper, while the accompanying pen-and-ink sketch, which presented not only a likable view of Loos, but highlights of his life, was six columns wide by seven inches deep. . . Bud Palmer, of B. Palmer Sales Company, Laredo, in his text his lease to after a trip to Brownsville, Laredo and San Antonio, and reported that Don Brashear's Shows had 12,000 people in admission on his first day celebration, Brownsville, the night he visited the lot. Palmer intoned that the Greater United Shows at Laredo, in the text his lease to of rides and concessions and scored good business February 27. He also reported that the Don Franklin Shows, playing an Antonio stock show, had not spared paint nor labor in preparing for the season.

**WORLD OF TODAY SHOWS**  
TWO SHOWS COMBINED IN ONE  
**WANT**

For the best still route in the Middle West and first-class FAIR TOUR, including North Dakota State Fair, Grand Forks; Sioux Empire District Fair, Sioux Falls, S. D.; Rock Rapids and Mason City, Iowa; Tri-State Fair, Corvallis, Miss.; Tennesse Valley Exposition, Huntsville, Ala., and Oklahoma Free State Fair, Muskogee, Okla.

CONCESSIONS—Can use Gum Concessions of all kinds, including Fish Pond, Duck Pond, City Gallery, Coca Cola, Strings, Slum, Clothing Pins, Mugs, Hoopla, Penny Pitch, Newlines, Scries and Aces. **GOOD PROPOSITION TO A MAN WITH 7 or 8 SLUM OUTFITS. Want Mitt Camp, Custard and good flashy Penny Arcade.**

SHOWMAN—ON ACCOUNT OF DISAPPOINTMENT CAN USE GOOD SIDE SHOW OPERATOR WITH ACTS. Also can use Shows of all kinds with or without equipment. Grand or Bally, Unna, Moon, Glimmer, Animals. Want man and wife to take full charge of Glass House and Fun House.

RIDE HELP—Would like to hear from all our old Ride Help. Buster Glenn, write at once, have good proposition for you. Bob Bailey, write at once.

WANT BILLPOSTER WHO CAN PUT UP PLENTY OF PAPER AND HANDLE MINOR ADVANCE DETAILS.

THIS SHOW CARRIES SEARCHLIGHTS AND FREE ACTS AND PLAYS PROVEN MONEY TERRITORY. IF YOU ARE INTERESTED, WRITE US AND WE WILL ANSWER YOU AND GIVE YOU FULL ROUTE AND OPENING DATE.

**L. C. REYNOLDS, Owner** **ART SIGNOR, Secy.**  
Box 1728, MUSKOGEE, OKLA.

**WANTED**  
FOR OPENING COVINGTON, GA., March 17  
All those booked, take note. Mike Flynn, get in touch.

CONCESSIONS—Photos, Custard, Novelties, Jewelry and most all Stock Concessions. John Terry wants Agency for Slum Sets, Cook Gallery, Razors, Skillets, Ice Cans, Pin Stores, Agassis on all Hankys, RIDES—Caterpillar, Tilt, Ballpoloems or Dark Ride, Second Man on all Rides, Foreman for Swings, SHOWS—Have complete Slideshow, new top and banners; Snake Show with new pit. Girl Show with transportation, Will book Monkey Show, Wild Life, Mechanical City. Need Free Acts featuring Animals—lions preferred.

**C. A. STEPHENS SHOWS**  
Crystal River, Fla., until March 12; then Covington, Ga.  
P.S.: Frank C. Walker, get in touch with John Terry.

**CARNIVAL WHEELS**  
SEE OUR COMPLETE LINE AT THE AMERICAN TOY FAIR HOTEL MALPIN, N.Y.C. ROOM 635, MARCH 6-18.  
Write for Catalog **CARDINAL MFG. CORP.**  
Manufacturers of Carnival Wheels and Superior  
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**WANTED**  
CAN PLACE RIDE HELP  
In All Departments, Caterpillar Foreman, Semi Drivers, Place Married Couple, Wife sell tickets.  
Writer: **JIM WILLMAN**  
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**MOUND CITY SHOW #2**  
Wash base for early May opening and long season Calabrese and Fris. . . All kinds Stock Concessions, Ball Games, Mechanical Games, Ice Cream, . . . Good season for you here! . . . Good equipment, cheaply and in good condition. Ride Help, Write, Bob Williams, Box 152, Mound City, Mo. . . Olin Albert, write, JACK WALLACE, Lonsdale, Ark.

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Made by Pinto Brock.  
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**FOR SALE! SMALL CARNIVAL**  
Ready to operate. . . Greiner, Chromeplated, nickel, hot box, Le Roi power unit, perfect condition, vintage Kiddie, Safe Ride, perfect condition, homemade one GMC Tractor, 1949 20 ft. heavy hauler, small, perfect one 50 Chv. Van with 100 lb. light spring, one complete Concessions, lots of stock and all other equipment to operate. Nothing makes \$2000.00 sell so fast!  
**W. E. WEST**  
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**HILL'S GREATER SHOWS**  
**WANT WANT**  
Carnie Operator for two beautiful Girl Show Frame-Ups. Must have talent and wardrobe. (Mae and Peggy, answer if coming). Will sell exclusive on Mud Outfit. All Hanky Panky open. Must have youth.  
Will book Rota-Whirl, Looper, Caterpillar, Whip or Rock-Of-Pamela. Have openings for Ride Help, Merry-Go-Round Foreman, Foreman on all Rides, Tilt-a-Whirl Foreman, wipershoo, etc. Let us hear from you if coming. Also all odd bits you are contracted.  
Will book nice class show with own equipment, also Fun House, Motorcycles, Wild Life, Monkey Show, Mechanicals, Grand Show, all shows of 1950.  
This man has contracts for the "Car of Fate" in Montana the entire month of July, with concessions and ride help, and also for the "Car of Fate" in the Great North West, U.S.A. . . . Recent celebration in South Dakota. Also for the "Car of Fate" in Oklahoma, Oklahoma City, Okla., U.S.A. . . . In twelve days, three big Saturdays and two Sundays. Turns shorts on wire or call 622W or Air Mail.  
**H. P. HILL, Mgr., P. O. Box 514, Aransas Pass, Tex.**

**THOMAS JOYLAND SHOWS**  
**CAN PLACE CAN PLACE**  
NOW! Not conflicting, Arcade, Monkey Show, Grand Shows, Fun House, Dug and Pony Show, Circus House. CONCESSIONS Basket Ball, Billiards, Hockey, Book, Glass, Knives, Coca-Cola, Dart Game, Short Range, Jewelry, Novelties, 300 lbs.  
**RIDE HELP:** Ride Foreman and Second Man in same dependent; must drive Sema.  
**Address: E. J. THOMAS, Mgr.**  
Box 1827, Riverside Station, Miami, Fla.

**ROYAL BLUE SHOWS**  
**WANT WANT**  
OPENING EARLY IN APRIL IN WEST VIRGINIA  
Oil and Gas Rights, good route for season, WITH SIGHT OF WEST VIRGINIA, Ohio and West Virginia. . . . CONCESSIONS—Basket Ball, Billiards, Hockey, Book, Glass, Knives, Coca-Cola, Dart Game, Short Range, Jewelry, Novelties, 300 lbs.  
**RIDE HELP:** Ride Foreman and Second Man in same dependent; must drive Sema.  
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Box 1827, Riverside Station, Miami, Fla.

**D. W. CARTER, Mgr., Box 1663, Charleston, W. Va.**  
P.S.: For Sale—10 Sw. A.C. Light Train, like new, \$400.00, with Trailer.  
**USE EVERYONE FOR OVER 35 YEARS**  
**100,000 TICKETS \$27.00**  
PRINTED TO YOUR ORDER  
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10,000 ..... \$ 9.00  
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Send Cash With Order. Stock Tickets, \$20.00 per 100,000.

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Opening Manchester, N. H.

**MARCH 24**

First show in. Want Shows and Hanky Panks, Help on all Rides, Foreman for Roll-o-Plane, Fly-o-Plane.

All replies to

**E. W. BURR**

Box 206, Quincy, Mass., until March 12; then General Delivery, Manchester, N. H.

**LAST CALL**

## CAVALCADE OF MIDWAY AMUSEMENTS

The Nation's Largest and Finest Midway

Can place capable Operator for Snake Show. Will furnish you front and top, complete. Wonderful opportunity for good operator. Here opening for Operator for Monkey Show. We will furnish three Chimps if you can furnish Monkeys. Wonderful freemup, new top and front. Here opening for high-class Unions Show, must have large assortment of specimens. We want capable Service Artist to work with Eddie Materson.

Address AL WAGNER, Mgr., Box 66, Mobile, Ala.

## WANTED GIRLS WANTED

FOR TWO OUTSTANDING GIRL SHOWS ON

### HILL'S GREATER SHOWS

OPENING MARCH 19—CORPUS CHRISTI, TEXAS

Those who worked for me before, answer. Salary no object if you can produce.

NO TIME TO WRITE—WIRE.

**ROBERT (RED) MARCUS**

c/o BRISTOL HOTEL, HOUSTON, TEX., UNTIL MARCH 11; then c/o Hill's Greater Shows, Corpus Christi, Tex.

## GRAND AMERICAN SHOWS

10 RIDES—6 SHOWS—30 CONCESSIONS

Playing Sponsored Events, Celebrations and Fairs in Missouri, Iowa, Illinois, Opening April 19th. Will Operate, Arcade, Bill Games, Road, Basketball, Top-L, Glass Pitch, Cutard, Book Bear American Palmistry, other legitimate Stock Games. Will Operate, Bill Games, Road, Basketball, Top-L, Glass Pitch, Cutard, Book Bear American Palmistry, other legitimate Stock Games. Will Operate, Bill Games, Road, Basketball, Top-L, Glass Pitch, Cutard, Book Bear American Palmistry, other legitimate Stock Games. Will Operate, Bill Games, Road, Basketball, Top-L, Glass Pitch, Cutard, Book Bear American Palmistry, other legitimate Stock Games.

L. O. WEAVER, OWNER-MGR.

P.O. BOX 102, WALDEN, MN.

## GLEN JONES CIRCLE "P" RANCH DONKEY BASEBALL

NOW BOOKING FOR 1950 SEASON IN EASTERN STATES FROM MISSOURI INTO NEW ENGLAND AREA.

Organizers need money? This is one of the easy ways to get it. Organizational furnish players and place where event is to be held and we furnish trained donkeys and put on the game for you. We have well trained donkeys that are completely trained. Can give you action, thrills and spills. Write

GLEN JONES

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## STANDARD SHOWS

OPENING APRIL 20TH

Have complete framed Girl Show, need operator; must have Talent and P. A. System. SHOWS: Mechanical, Monkey, Any non-conflicting. RIDES: Merry-Go-Round, Mix-Up. CONCESSIONS: Slum Stores, Slim Jarvis, Bill Sutherland, Jimmy Dunn, Swinger Red, let me hear from you.

All Address WINTERQUARTERS, Box 506, Douglas, Wyo.

## FIREMEN'S JUBILEE

Saxonburg Vol. Fire Co. and Relief Assn.

SAXONBURG, PENNSYLVANIA

Pennsylvania's largest Firemen's Carnival. Wanted—Motordrome, Wild Life Show, Concessions and other good, clean Shows. Write or wire.

BEN LASSINGER, Secretary

## Last Call—PAGE BROS.' SHOWS—Last Call

Opening Springfield, Tenn., April 28, 2 Saturdays

All People contracted, answer. Want Foreman for Wheel, Tilt, Shooting Star, Chairpans, Roll-o-Plane, Second Run on all rides, must drive. Can place few more Hanky Panks, some at Ball Games, Penny Pitch, Pitch to Win, Cutard, Arcade, Lead Galleries, Girl Show, Dave top, P.S. For Horse operator, Talker for Snake Show, Show People to all departments. Box 344 - Phone 349 - Springfield, Tenn.

## La Cross Prepping For April 15 Bow

ST. ALBANS, Vt., March 4.—La Cross Shows, owned and managed by Paul R. La Cross, are being whopped into shape at winter quarters here for an April 15 opening. Painting and remodeling has been under way six weeks, and refurbishing of rolling stock is scheduled to start this week.

The org. for its fourth season on the road, will go out with 6 rides, 3 shows and 30 concessions. A nightly free attraction is planned, as are fireworks once a week.

La Cross said that the personnel will be virtually the same as last year plus the addition of several new concessioners and showmen. The route will span 25 weeks, of which 20 already are booked. La Cross added.

## Va. Greater Signs 2 Virginia Annuals

SUFFOLK, Va., March 4.—William C. Murray, general agent of the Virginia Greater Shows, this week announced the signing of two Virginia annuals. They are the Eastern Shore Agricultural Fair, Keller, and the Eight-County Tidewater Fair, West Point.

Murray and Owner Rocco Mascucci said the org's fair route will include dates in North and South Carolina. Both execs are at winter quarters here supervising the general refurbishing program.

## Horwitz Pinch Hits as Avery G. A., Books Celebrations

DETROIT, March 4.—Edward I. (Red) Horwitz, concessionaire with Avery's Modern Shows, return from a recent trip thru Michigan on which he booked celebrations, including one at Oxford; another, a July 4 event, at White Cloud, and the Drayton Plains Homecoming, as a substitute general agent for the org. Horwitz is pinching-hitting for Lester Curtis, general agent, who is expected to rejoin the shows soon following his release from the Brighton, Mich., Hospital, where he is recovering from an illness.

Shows are to open late in March with a 10-day stand at Clawson, 10 miles north of Detroit, under Veterans of Foreign Wars auspice.

Owned by Mrs. Verna Avery, shows will come out with one and possibly two more rides than it had last season, their first year out.

## Aussie Showmen Re-Elect M. D. Darling President

SYDNEY, March 4.—M. D. Darling was re-elected president of the Showmen's Guild of Australia at the Guild's annual election here. Other officers are S. Thomas and W. Howard, vice-presidents; M. Gear, secretary; of Duke Graham, treasurer. Committee members named were J. Foster, D. Uppman, J. Allan, E. Miller Sr., R. Eyrnes, C. Miller, A. Brown and A. Graham.

Initiation fee for outside members was fixed at \$12.50 and yearly dues at \$12.50. Any bona-fide financial member of Victoria and South Australian guilds are eligible for acceptance by the secretary. The Guild's annual ball was set for March 28, with Mrs. George Sorlie as hostess.

## No Padded Seats?

VANCOUVER, B. C., March 4.—Teen-age embryo showmen took over a cement mixer and inveigled one of their 10-year-old playmates to fork over 30 cents for a ride in the whirling mixer. In addition to the ride, the moppet emerged with a black eye and a cut nose.

## FLOYD WOOLSEY

WANTS

FOR OPENING APRIL 1

Side Show Acts for outstanding route. 18 bona fide rides, eight Shows, Franks, Knife Act, Whip Crackers, Fire-Sword Swallowers, Magic the pitch, Get Girl or Man, Bally Girls, Strong Mind Act suitable for high class side show. All replies

FLOYD WOOLSEY

206 S. Lake Arthur Ave. Jennings, La.

## ELECTRIC CABLE

FOR SALE

30,000 ft. of all new Tires Rubber Armored Super Service Electric Cable. Double conductor No. 2-00 and double conductor No. 4.

25c Per Foot F. O. B. Washington, D. C. Write

NELSON THOMAS

2528 S. 20th St. Philadelphia, Pa.

## W. G. WADE SHOWS

Now Contracting for 1950 Season

RIDES—SHOWS—CONCESSIONS

Will Book for Season, Reliable

CIRCUS

SIDESHOW

Full Season—April thru October

G. P. O. Box 1488

Detroit 31, Michigan

## BARNEY G. WILLIAMS

Center

M. H. WILSON

18402 St. Helms Detroit 19, Mich.

## CAN USE

Aerial Act for Free Act. All men who contacted re. cost on. All Hanky Panks open. Pop Corn and Candy Floss open. Ned Tilt Foreman. This show carries 6 rides and 2 side shows. Will buy or book Train and one Major Ride. Have all Celebrations booked in Illinois starting May 1st.

BURKHART SHOWS & AMUSEMENTS, Carlisle, Ark., this week. Sheridan, Ark., week starting March 12th, then get route.

## S. B. WENTROUB

WANTS WANTS WANTS

Hanky Pank Agents, Pzo Pool Agents, Want the Dealer Agent, Zoo Watters, West's Concessions, MAGIC EMPIRE Shows, Montgomery, Alabama, March 6th to 11th.

FOR SALE

ELI NO. 5 FERRIS WHEEL

Reasonable for Cash. Excellent condition for portable or permanent park use.

H. McMAHON

138 Dean St. Brooklyn, N. Y. President 2-6422

## WANTED—A CARNIVAL

for our Paul Bunyan's fourth of July Celebration to be held each of July let through 5th. Write at once to Frank Sturges, Commander American Legion, Fort Wragg, California

## AUTO RIDE FOR SALE

Factory built 8 Car Auto Ride, nearly new blue top end sidewall.

\$1,000.00 CASH

P. O. BOX 518 NASHVILLE, TENN.

**"After the dark cloud comes the silver lining"**  
**NEW PENN PREMIER SHOWS**

FIRST CALL—OPENING CHESTER, PA., APRIL 10—FIRST CALL

Can place Concessions—Cook House (large), Grab, Novelties, Fish Pond, Hoop-La, Ball Games, Jewelry, Photo, Darts, Derby Race and any legitimate Concessions. No spysies.) Can place Pen. Flax if you have some Concessions. SHOWS—Can place Drome (due to disappointment), Glass House, Wild Life, Fun House, Arcade, Monkey or Animal Show or any Shows not conflicting. Joe Milten can place a few good Acts and one strong Free to feature in new 160-foot Glass House Show. This Show is out \$2 week; playing Miami now. Hides—Will place Caterpillar or Fly-a-Plane. Help—Can place Lu Superintendent, Billposter (shaffer, answer) and General Help on all Rides. Must be sober and reliable. Want to buy good Drome or Funhouse. No junk. Address all mail and wires to:

**PENN PREMIER SHOWS**  
**LOYD D. SEREASS**  
 SANFORD, N. C.

**FOR SALE**

- 2—25 K. V. A. 900 R. P. M. 110-220—60 Cycle Single Phase, mounted on a 20-foot, 8 wheels, very good rubber, trailer with 400 gallon extra storage gas tank installed.
- 10 K. V. A. 1200 R. P. M. 110-220 volts single phase 60 cycle Kohler Generator Unit. Mounted on 2 wheels. Generator completely covered. Good for custard. Has a trailer hitch.
- 1—7 1/2 kw. 1800 R. P. M. 110-220 volts Motor. Mounted with trailer hitch.
- 1—D. C. 25 kw. Generator mounted on 4 wheels, hard rubber.
- Prices ranging from \$300.00.

**HELP WANTED**

Experienced Ride Help wanted. Long season, with good treatment.

**PETE PASQUA**  
**HERMAN (SPECS) SMITH**  
**JIMMIE DRESH**  
**AL ZURAWSKI**  
**BLAZKIE RODAK**

Get in touch with me.  
 —CONTACT—  
**JOHN A. BASS**  
 1662 Hutchinson River Parkway,  
 Bronx, New York

or  
**RALPH N. ENDY**  
 Concourse Plaza Hotel,  
 Bronx, New York. Ph. Jerome 7-4700

**MARKS SHOWS**

**MILE LONG PLEASURE TRAIL CAN PLACE**

- SHOWS—Motor Drome, Wild Life or any first class grind show.
- MONKEY SHOW—Have complete beautiful outfit and some animals. Want reliable Showman to handle same.
- RIDES—Good opening for one or two major rides not conflicting.
- CONCESSIONS—Legitimate Merchandise Concessions. No wheels or coupons. All eats and drinks sold.
- SHOW OPENS EARLY IN APRIL IN THE VICINITY OF RICHMOND, VA.
- Address P. O. BOX 771, Richmond, Va.

**UNITED EXPOSITION SHOWS**

**LAST CALL! LAST CALL!**  
 WE HAVE BEST SPRING ROUTE OF ANY SHOW IN THE UNITED STATES. BOOKED SOLID "FIRST NY" SPOTS UP TO THE BIG JULY 4 CELEBRATION AT OLENE, ILL.  
**WANTED AT ONCE**

SHOWS: Due to disappointment, want first-class Side Show Manager who has something to put in new 300 ft. top with 120 ft. banner line. Also want Side Show Ride. What can you do? Want Show (sally Burnett, wire, Fat show, Mechanical show, Monkey Show or other show, whatever you wish), with good transportation. CONCESSIONS: Fresh Custard, Six Cats, Buckets, Basket Ball, Photo, Jewelry or any Hanks Pank. Few second class for Rides with drive. Also help for popcorn. All above wire or come on Office Greenville, Tex. March 9-11, incl. Right down town.

**FOR SALE**  
 14 Ft. Ocean Trailer, can be converted into living trailer. Price: \$150.00.  
**C. A. VERNON, Mgr.**  
 BOX 344 OR WESTERN UNION GREENVILLE, TEXAS

**ROYAL CROWN SHOWS**

**WANT SIDE SHOW OPERATOR WANT**

Have 155 Foot Front, completely framed, with 32 Foot Trailer to transport same. Operate with Hanks People, all inside and P. A. sets. Good proposition to capable manager who will have something to put in show. A fine route and a long season. No drinks tolerated. (Mild Anthony, answer.)  
**E. L. YOUNG, GEN. MGR.**  
 Daytona Beach, Fla. this week; followed with Easton and Sanford, Fla. all tails, then north.

**GRANT'S RIDES AND AMUSEMENTS**

**OPENING MAY 1—CAN USE**

Shows of any kind, committee percentage only taken out. Rides—Herry-Goo-Round, Splitfire or Comet percentage same as above. Concessions—Can use any Grind Store not conflicting territory. \$150.00. Write  
**GEORGE A. GRANT**  
 ROUTE 33 (VENANGO CO.), PLEASANTVILLE, PA.

**W.C. NAUGHTON SHOWS**

**WANT WANT WANT WANT**  
 FOR GRAND OPENING THE FIRST WEEK IN APRIL, NEW BERN, N. C. WE HAVE TEN BONA FIDE GOOD FAIRS AND THE BEST TERRITORY IN THE EAST FOR OUR SUMMER TOUR Rides—Will book a Whip, Tilt-a-Whirl, Caterpillar or other Flat Ride. Concessions—Ball Games, Fish Pond, Bowling Alley, Penny Pitch or other Hanks Pank—privilege \$25.00. Can Side Show, Cook Show or other Hanks or Flat Show. Penny Fambrooke wants to hear from both long or Short Range Callers. Also Mitt Camp. Shows—Fun House, Glass House, Girls for his show—Ginger, write. Write or wire all communications:  
**MAURIE KAUS, Owner & Operator—RUSSELL OWENS, Mgr.**  
 BOX 269, NEW BERN, N. C.

**VETERANS OF FOREIGN WARS SPRING FESTIVAL**

**HARTSVILLE, S. C., SATURDAY, MARCH 4TH, THROUGH SATURDAY, MARCH 11TH**

Bingo, Cook House, Diggers, Corn and Apples sold. Will book clean Concessions of all kinds. Want Side Show People Girls for Girl Show, Colored Performers. Help on our seven Rides.

All replies  
**MARION GREATER SHOWS**  
 Hartsville, S. C.

**C.C. (SPECS) GROSCHURTH PRESENTS**  
**BLUE GRASS SHOWS**

**FEATURING THOROUGHBRED ENTERTAINMENT**  
**Opening Owensboro, Ky., Thursday, April 20**  
 Can place Legitimate Stock and Hanks Pank Concessions of all kinds. Custard, Jewelry, American Palmistry open on exclusive basis. Can place any non-conflicting Shows with own transportation and equipment. Liberal proposition.  
 Can place Foremen on all major rides; must be semi-drivers.  
 All address **C. C. GROSCHURTH, Gen. Mgr.**  
 Box 621 Phone: 3-5321 Owensboro, Ky.

**WALLACE & MURRAY SHOWS**

**FEATURING BRUNO ZACCHINI CANNON ACT**  
 WITH CHOICE STILL DATES CELEBRATIONS AND FAIRS STARTING EARLY. OPENING THURSDAY, MARCH 16, AUGUSTA, GA. FLORENCE & MILL ST. LOT. W TRAIN RIDE OR ANY RIDE NOT CONFLICTING. WILL BOOK FUN HOUSE, PENNY W A ARCH-THROW SHOTS OR ANY OTHER GRIND SHOW. WILL SELL EXCLUSIVE ON A BINGO, CUSTARD AND DIGGERS. ALSO WANT PHOTOS, BALL GAMES, FISH POND, A N PITCH-TILL-YOU-WIN, SHOOTING GALLERY, (SHORT RANGE). Harry Cohen, Phil N Cook, answer.) See Greater, Butch Flax, Al Hubbard and other Concessionaires. T answer. GOOD CARNIVAL HELP ALWAYS WELCOME ON OUR RIDES. Wire or write T SHOWS, RIDES & HELP. Contact: AL WALLACE, GEN. MGR. JEN BRAUNSTEIN, BUSINESS MGR. WALLACE & MURRAY SHOWS BOX 596, AUGUSTA, GA.

**MAURIE KAUS —WANTED— RUSS OWENS**

**OWNER FOR MGR.**

**KAUS SHOWS**

**HAVE 10 FAIRS—ALREADY BOOKED**  
 SHOWS—Side Show, Wild Life, Motor Drome, Penny Arcade, Fun House, Monkey Show, any Platform Show, Girl Show. RIDES—One Flat Ride, Penny Ride, Kiddie Auto. We own 10 Rides. CONCESSIONS—Ball Games, Fish Pond, Dart Game, Photo Gallery, Mitt Camps, all Hanks Pank open, Plan Game, Over 7, Color Game, Buckets, Swinger, Six Cats, Wheelie, Skillo, Bezzle Roll Down, Clothes Pins, Bowling Alley. All Concessionaires replies to WILLIE LEWIS. Show opens first week in April.  
**WILLIE LEWIS**  
 Business Mgr. E. C. COOPER  
 General Agent  
 4900 CHAMBERLAIN BLVD. RICHMOND, VA.

**WANT—DOBSON'S UNITED SHOWS—WANT**

**WE ARE NOW BOOKING SHOWS AND CONCESSIONS**  
 Shows to be left June and at Rehoboth, Minn. Any Grind Show with exception of Fun House or Mechanical Show. Good opening for a nice "Ball-in-the-Air" also Penny Arcade, Monkey Show, No Girl Shows. Concessions—Jewelry, Stone Game, Watch-La, Hoop-La or any Mitt Camp. We do not have RIDE HELP—THE Foreman, Jerry-Goo-Round Foreman, Wheelie, Splitfire, and Second Man on all Rides. Must be sober. NO MITT CAMPS, please. BOX 409 WILLEBIE, MINNESOTA

**SUNSET AMUSEMENT COMPANY**

Want first-class Side Show with own outfit. Can place Wild Life, Mechanical and Arcade. Will place a Dark Ride and Kid Ride.  
 Opening Thursday April 18, at Excelsior Springs, Mo.  
**Address P. O. BOX 468, Danville, Illinois**

**RALPH DECKER** presents  
**JOSEPH J. WIRKWOOD**  
 AMERICA'S BEST JO ADVERTISED MIDWAY SHOWS

ROCK HILL, S. C., WEEK MARCH 13; HIGH POINT N. C., WEEK MARCH 20

Rides—Can place Tilt, Cat, Hi-Ball, Little Dipper. Will give you people and best Sat. matinee you have ever had. Shows—Want to hear from Side Show, with or without equipment. Eel Myers, wire. Place Snake Show, Life Show, Monkey Show, Glass House, Motor-drome or any novel Show, with or without equipment.

Concessions—Place Photos, Age, Scale, Novelties, Palmistry, Duck Pond, Hoop-la, Alley, Short Range, Pitch-Tilt-Win, any and all Hanky Panks at live and let live prices. Twenty-five dollars week. The war is over. Help—Useful Carnival People, Semi-Drivers, Ride Help, Concession Help.

All address

**RALPH DECKER, Manager**  
 ANDERSON, S. C., THIS WEEK, THEN PER ROUTE

**PEPPERS** all States SHOWS  
 AMERICA'S FINEST  
 40 TRUCKS 20,000 FEET OF NEON—LIGHT TOWERS—LIGHT PLANTS 40 TRUCKS

8 RIDES 5 SHOWS 40 CONCESSIONS  
 OPENING MARCH 18, ORANGE, TEXAS

Will book Fish pond, Pitch-Tilt-Win, Cigarette Gallery, Dart Game, Ball Games, Basketball. Will sell X on Bigears, Lion Range Gallery, Short Range Gallery, Mitt Games. Few choice Wheel open. Cotton Candy, Candy Apples. All Percentage open with line Concessions. Buckets and Six Cets open. All Merchandise Concessions open. Will book Cookhouse that caters to show people. SHOWS—Will book Gilt shows. Good opening for Motor-drome, Glass House, Snake Show, Slide Show, Minstrel Show with own equipment. Want Ride Foreman for all rides. John Reed and Harry Smiley want Agents for Grand Shows, Killio Animals, Outside Men. All mail and wires to

**JOHN REED or F. W. PEPPERS**

ORANGE, TEXAS.

Committees in Northern Indiana, Ohio and Michigan, we have 8 few open dates.

## HARRISON GREATER SHOWS

WANT FOR JOHNSTON, S. C., 5TH ANNUAL PEACH BLOSSOM FESTIVAL

Parade—Bands—Flats. 40,000 People Attended Last Year.  
 One place Popcorn, Candy Apples, Fish, Cigar, Cigarette, Ball Games, Shooting Gallery, Photo, Novelty, Age and Scale, Game Percentage Open. A few choice Concessions open due to disappointments. Want Ride Foreman to take over Tilt Show. One place one more tilt show. Big Six, Johnny Lively, Bill Porter, get in touch at once. Have good proposition for you. All mail and wires to

**FRANK HARRISON, Mgr.—JACK LANCE, Bus. Mgr.**

Newberry, S. C., all this weeks than as per route.

## AMERICAN EAGLE SHOWS

LAST CALL OPENING MARCH 18, GREENWOOD, MISS. LAST CALL

TWO SATURDAYS

Will book Chairplane, Kiddie Auto Ride, Roll-a-Whirl, Want Foreman for No. 5 Wheel, Second Man for Merry Go-Round, most drive same. Will book Shows not conflicting. Can place Pee Poo, One Ball-the-Dealer, High Striker Jewelry, Frozen Custard, John Weaver wants Agents. Harry Willows wants Agents.

**DANNY ARNET, Owner; FELIX BROWN, Manager**  
 ADDRESS: YAZOO CITY, MISSISSIPPI

## WOLFE AMUSEMENT

LAST CALL 8 RIDES—5 SHOWS LAST CALL

OPENING MARCH 22, GREEN S. C., SATURDAY

Following Concessions open: Custer, Scale, Parry, Arcade, French Fris, Mitt Camp and any legitimate Concession.

Can place Second Man on all Rides. Will book Slide Show, Monkey and Wild Life or any Walk-Through Shows on small percentage. We head straight for the smoke stack.

All mail and wires to

**BEN WOLFE**

Ludrum, S. C., DALLAS DUNCAN, Bus. Mgr.

— NOTICE —

**JIMMY HURD and JULIUS KUEHNEL**

NO LONGER HAVE THE SIDE SHOW WITH US

**ROYAL CROWN SHOWS**

E. L. YOUNG, MGR.

WANTED

## RAFTERY SHOWS

WANTED

OPENING SOUTHPORT, N. C., MARCH 13, WITH MARINE BASE PAYDAY FOLLOWING.

Can place Operator for a complete Gilt Show. Also Gek Show and good opportunity for Minstrel Show. Want Cookhouse that caters to show people, good opportunity. WANT ID—Mug Joint, Long Range or any Concession not conflicting. Also Agents for office-owned. Can place Slide Show, Big Six, Johnny Lively, Bill Porter, get in touch at once. All replies: **RAFTERY SHOWS, P. O. Box 1047, Phone 22702, Wilmington, N. C.**

## American Carnivals Association, Inc.

—By Max Cohen—

ROCHESTER, N. Y., March 4.—The Association has received word of a recent decision in California with reference to the liability of carnivals for injury to participants, in this case an Athletic Show.

Also on file, and available to the membership, is detailed information with regard to income tax returns which must be filed by March 15; information with reference to government purchases and sales and information furnished by the Committee for Economic Development.

## Royal Crown Starts Well in Plant City

PLANT CITY, Fla., March 4.—A stiff, cold breeze failed to prevent a good opening night here February 27 for Royal Crown Shows at the six-day Florida Strawberry Festival. Fair Manager C. R. Patten, placed the turnout at between 3,000 and 4,000. Rides and the Penny Arcade snared the biggest play on the midway.

## South Australia's Guild

**Elects Southon President**  
 ADELAIDE, March 4.—Showmen's Guild of South Australia (SGSA) elected these officers at its recent meeting: Patrick J. J. Taylor; president, W. E. Southon; vice-presidents, W. T. Forrester, W. McCulloch and M. Worley; secretary-treasurer, E. A. Ward; minut'-secretary, G. W. McCulloch.

Committee members named were W. Stillier, W. Brooks, F. Ali, G. Beswick, W. H. Holliday, A. Hurley and J. Sorbell. W. Brooks and W. Holliday were elected trustees.

## SLA St. Patrick's Party

**Scheduled for March 18**  
 CHICAGO, March 4.—As a result of the successful Buffalo Bill party, the Showmen's League of America has scheduled a St. Patrick's Day party March 18 in the clubrooms.

A corned beef and cabbage supper will be served. Bernie Mandelson and Ned Torti are co-chairmen of the event. Committee includes in addition to the entire house committee, Charles Zemaner, Whitely Leharter, Andre Dumont, Chick Schloss, Maurice (Shelky) Ohren, Ed Sopanen, Tom Sharkey and Dave Malcolm.

## Sam Howard Wins Pro Diving Title

NASSAU, March 4.—Sam Howard, water show operator, won the world's professional high diving title here recently, crossing out Barney Cipriani, Detroit, by two points. Ross Collins, Toronto, was third, and Leo Couture, Montreal, was fourth.

Honorary judges at the meet were Irving Berlin, Mrs. Billy (Eleanor Holm) Rose and movie actress Margaret Sullivan.

## I. K. WALLACE ATTRACTIONS

OPENING MIDDLE OF APRIL IN NORTH CAROLINA

Want 10-12: Snake, Working World, Fun House, Monkey and Girl Show. Good preparation to showmen with own equipment and transportation.  
 CONCESSIONS: Can place French Fris, Custard, Pop Corn and Candy Apples, Flans, Fish Pond, Ball Games, Long and Short Range, Penny Pitches, Palmistry or any Grand Show not conflicting. Long season.  
 Want Ride Foreman for Wheel, Plane and Kiddie Auto. Long season. Com mittees in North Carolina, Virginia, Maryland, Pennsylvania write for open dates.

Write I. K. WALLACE, 1316 Spruce Street, Philadelphia, Pa.

## MERRIAM'S MIDWAY SHOWS

WANT FOR SEASON FROM MAY 1 TO OCTOBER 1

CONCESSIONS—Metro Derby, Cokes, Water-Ls, Coke Bottle, Whiskey Bottle, Cork shooting Gallery and all other merchandise booths. SHOWS—Monkey, Mechanical, Big Snake and Bottle Wreck and Bottle Wreck and Bottle Wreck and Bottle Wreck and Bottle Wreck. Fairs start July 1. All answers to

**ALVA MERRIAM, Ogden, Iowa**

WANTED TO BUY  
 AT ONCE FOR CASH  
 #5 ELI WHEEL

Must be in first class condition. Address

**C. C. GROSCURTH**

Box 821, Owensboro, Ky.

Phone: 5-3231

## WILL SACRIFICE

C-Cruise ride, used one season, like new, ready to go. Loads on one semi. Powered with 15 h.p. electric motor. Let it go for half price, \$8,500.00. Will deliver up to 1,000 miles. Also Turf Race Horse Game, used one season, ready to go, \$1,500.00; mounted in special built trailer, \$2,500.00.

## Art B. Thomas Shows

Lennox, S. D.

## HAROLD EUTAH WANTS AGENTS

For Ball Games, Stock and Hit-Miss, Fish Pond, Ring Toss, Balloons, Cane Baskets, Penny Pitches, also experienced Operator for Popcorn Trailer.

FOR SALE—1940 Pan Gema, complete with new Blue Fly, 12112. Set Tripod Scale, complete with steady stand, painted white, ready to work. Ball Chuck Tabor, #23 with Spitz keydown. All #23's verified. Also Fly for same. These concessions are complete ready to go.

## HAROLD EUTAH

Box 445  
 P.O. Circle Wolf, contact me JOPLIN, MO.

## AGENTS WANTED

Heads and Agents for Clothes Pins and Razors. I have all flats on J. J. Denton Shows. Mike Moore, wire. Wire

## HOWARD PIERCY

care Western Union, Dothan, Ala.

Quality Trailers. New & Used  
**JORDAN'S**  
**5-STAR LOCATIONS**  
 1—265 N.E. 32, Oklahoma City, Okla.  
 2—1000 W. 27th, Elmer, Okla.  
 3—100 W. 27th, Elk City, Okla.  
 4—N. Grand, E. Okla. City, Okla.  
 5—E. Highway, Stillwater, Okla.  
 Easy Terms. The Showman's Friend

## MIDWAY OF MIRTH SHOWS

WANT

Tilt Foreman, Semi Driver, Sober, wanting a season's job. Second Man who drive.  
 CONCESSIONS: Gussu Your Age, Stock Shows not conflicting. Long Season Camp, no hippies.  
 Opening last week in March.  
 ADDRESS: Winter Quarters, Trenton, Illinois

## BLUE GRASS SHOWS

NOW BOOKING

SHOWS—RIDES—CONCESSIONS  
 P. O. BOX 621, OWENSBORO, KY.



**DRESS**  
Up Your Arcades For  
A Big 1950 Season  
**BUY**  
The Equipment You Need (new or  
used) From the Nation's Arcade  
Specialist.  
**ARCADES**  
Are Our Business Since 1912  
Send for Catalog

**FIRE RUNNER**  
77 1/2th St. N. Y. (812 West 8-477)

WILLIAM T. COLLINS SHOWS  
*Pride of the Northwest*

**WANT FOR 1950 SEASON**  
OPENING AT WINONA, MINN., MAY 15

RIDES: Can place Spiffers, Rock-a-Plane and Loper. SHOWS: Can place first class Snake  
Frisk, Mechanical, Motorcades, Terri-in-Giva, with their own equipment and transportal on  
CONCESSIONS: Will book a few Hanky Panks. WANT ELECTRICIAN WHO CAN HANDLE  
16 RIDES AND 10 SHOWS; MUST BE SOBER AND RELIABLE. RIDE HELP: Want Foreman and  
Second Man for 12 Major Rides. Also want Man to operate C.E. Search Light. Man to take  
charge of Front Gate and 8 Towers. (Dogo Chodo, get in touch with me.)

WM. T. COLLINS  
OWNER

NOBLE C. FAIRLY  
BUSINESS MANAGER

WILLIAM T. COLLINS SHOWS  
601 E. 75th St.  
Minneapolis, Minn.

**BINGO OPERATOR**  
WANTED

For new year-round Bingo in 650-seat  
hall with complete brand-new equipment  
all furnished. Everything set to go under  
church auspices. Party operating must  
finance initial actual operating ex-  
penses. No other investment. Per-  
centage basis. Must be financially  
reliable, experienced man who thor-  
oughly understands hall bingo. Tell all  
with references in your reply.

Write  
**ARTHUR L. CROWLEY**  
c/o THE BILLBOARD  
390 ARCADE BLDG., ST. LOUIS 11, MO.

**ORANGE STATE SHOWS**

Want for the following Spring Fairs and Celebrations. The Great Pahokee  
Fair, Pahokee, Fla., March 13 to 18; Everglades Fair, Belle Glade, Fla., March  
20 to 25; followed by three more spots in Florida, then north.

Want a good Sideshow with own outfit and transportation. Fun House, Motor Drive,  
Colored Performers for Minstrel Show. Kitty Red, Sue Parker, Cheatum Team and others,  
contact F. C. Hudson. Want Ball Games, Milk Bottles, Cat Racks, Hanky Panks, etc.  
Reasonable privileges. Want Kellophones, Octopus or Caterpillar. All address:

**LEO BISTANY**  
Dania, Fla., this week; then as per route.  
P.S. I would like to hear from a good Second Man who has car and can do billposting.

**Vogt's Southern Amuse.**  
OPENING MARCH 13, FREER, TEX.

Concessions - All Merchandise Concessions  
open except Glass Zacks, Popcorn, Bluses.  
Shows - Operator with talent for Girl Show,  
we have complete outfit. Also have 1000  
Shake and Mechanical Show, Ride - Book  
for season. Merry-Go-Round, Octopus,  
toy percentages. Agents and people with us  
before, write:

Box 412, Harlandale Sta.  
San Antonio, Tex.

**SOMETHING DIFFERENT**  
FOR SALE

Bounced Ball Alloys, only 8 of its kind on  
market.  
12 Metal Cars, unpaired, can be used for a  
ride. All created, Write for particulars.

**MRS. C. DE ROSE**  
113 SMITH ST. ELIZABETH, N. J.

**BAKER UNITED SHOWS**  
*"A CLEAN MODERN MIDWAY"*

Opening April 21st in Indiana - NO GRIFT - NO DRUNKS  
OPENING APRIL 21ST IN INDIANA - NO GRIFT - NO DRUNKS

CONCESSIONS: A few more Stock Concessions open. Can place jewelry, Novelties, Hoop-La,  
Long Range, Clones Pin, String Game, Hackley Book or any Hanky Pank.  
SHOWS: Any clean, entertaining Show with own outfit that can cater to the better class of  
showgoer. Want Arcade and Fun House.  
RIDES: Kiddie Rides not conflicting with Auto. Want Ponies with western set-up. Have a good  
proportion. Can place one or two Major Rides. RIDE HELP: GOOD ONES ONLY WANTED. Can  
place reliable Working Men (interested) who know rides and will co-operate. DO NOT RE-  
PRESENT.

Can place Animal Act or Circus. Will give free privileges for Animal Show that can put  
on Front Gate Act.

**TOM L. BAKER, Mgr., 2156 Union St., Indianapolis, Ind.**  
If you drink, don't answer - Drinking will positively not be tolerated.

**2 Showman's Specials**

6-Wardoba Vagabonds, all new features.  
Start the season in June on large Clases  
at Spartan. Good trades and terms on all trailers  
in stock. \$150 to \$4,950. Must liquidate.  
65% financed up to three years. Write,  
phone or visit.

**SELLHORN'S**  
T. W. KEFLEY  
Tampa Branch, or Main Office, Sarasota, Fla.  
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## CLUB ACTIVITIES

### Showmen's League of America

400 S. State St., Chicago

CHICAGO, March 4. — John P. Wulf presided at the regular meeting Thursday (2). Also on the rostrum were Walter F. Driver, treasurer; Joe Streibich, secretary; Ned Torti, Maurice (Lefty) Ohren and Bernie Mendelson. Mendelson reported the Buffalo Bill birthday party emceed by Chick Schloss, was such a big success it has been decided to hold a George Flint Dine party Saturday (18). Committee in charge includes Bernie Mendelson, chairman; Ned Torti, co-chairman; Charles Zemeiter, Dave Malcolm, Chick Schloss, Wilmer Lehrter, Andre Dumont, George (Lefty) Ohren, Ed Sopenar, Tom Sharkey and the entire house committee.

Richard Promath is at the Mayo Clinic in Rochester, Minn. Ralph Wiberly is reported much improved. Jack Meisterman writes that he has been under a doctor's care for some weeks. W. C. Denke, William E. Saunderson and William O. Perrot are still confined.

Birthday greeting cards go out in the mail each day. If you are not receiving yours it is because the secretary does not have your birth date and/or your correct address. If you are moved recently, please send us your correct address. Too, remember, in writing the club, that the address is sixth floor, 400 South State Street.

George Flint has another issue of *New Flashes* on the press. Mr. and Mrs. A. Kaufman returned from a Florida vacation. George Raner, in honor of Ecanaba, Mich., called at the rooms. Jack Benjamin is back on the job in the commissary. Emil Pallenberg visited. Pete Norman is still visiting in Chicago. Mr. and Mrs. Harry Belden were present at the Buffalo Bill party, as were Mr. and Mrs. Ralph Dick.

### Ladies' Auxiliary

Regular meeting was held Thursday (2). The auxiliary was presided by President Margaret Fillogross presiding. Also on the rostrum were Lillian Glick, first vice-president; Edith Streibich, second vice-president; Mrs. F. Seery, treasurer, and Elsie Miller, secretary. Margaret Jeske, chaplain, read the invocation.

Members were read from Dolly Young, Pat O'Brien, Etie Smith, Showmen's League of America; Nan Rankine, who is visiting in Cuba, and Ida Chas, who is in California.

Margaret Hoek and Marie Brown are on the sick list.

Annual spring party, for the benefit of the American Hospital linen fund, will be held April 21. Mrs. Ralph Glick is chairman. The club recently sent a \$300.00 check to her.

Any member bringings in 50 or more membership applications during the year will receive a gold life membership card.

### National Showmen's Association

1564 Broadway, N. Y.

NEW YORK, March 4.—All plans have been completed for the annual Barn Dance to be held in the clubrooms Saturday night (11). Harry Khaters, general secretary and committee chairman, advises that he has engaged Joe Bassile's band and that there will be prizes for participants in the various games. Tickets—\$1.

Paul Moss, honorary life member, died February 25 funeral services were held from Riverside Memorial Church and burial took place here. Sympathy also is extended to Joseph Walker, whose sister died recently, and Harold T. Hodgetts, who lost his wife.

Irving Rosenthal, co-owner of Pallades Park, visited briefly, as did George Flint and Irving Glick here. Sam Miller, Nathan Israel, Henry Fein, George Stern, Solomon Wabshin, Sam Levy, Louis Elias and Jack Stern.

### Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, March 4.—Members of the Pacific Coast Showmen's Association (PCSA) named J. Ed Brown to head the Circus Night Party honoring the late Ben Benson, and voted to meet the first and third Mondays after April 1 and welcomed Robert F. McDearman as a new member. At the meeting Monday (3), a recommendation to keep the bar open on meeting nights only throughout the summer was unanimously passed. Willard Benerson was in the chair, other officers on the rostrum included Hunter Farmer, M. J. Doolan, Al Weber and Louis Manley. Mike Doolan was named chairman of the Yearbook committee, succeeding Monroe Eisenman, who resigned. Doolan headed the committee last year and turned it over to \$250.

Members of PCSA will be the guests of the Beatty circus when it opens here for 13 days March 28. The following week, as customary, the personnel will be entertained in the club rooms.

Harry Gordon, Phoenix, now with Clyde Beatty; Johnny Branson, Parker, Ariz.; Eddie Harris, West Coast Shows, and James McNamara, San Diego, were welcomed to the meeting.

Jack Kenyon, Jack Kent, Harry Saker and Bob McDearman took bows.

Sam Abbott, of The Billboard, was named to the board of governors, to fill the vacancy created by the death of John Miller.

### Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 4.—President L. K. Carter presided, with Secretary A. C. Wilson and Treasurer George Carpenter also on the rostrum at the regular meeting. About 100 members were present. Forest F. Johnson and S. B. Stewart were elected to the executive committee.

George Howk, who had been on the sick list, attended the meeting. The entertainment committee served lunch following the meeting as usual. The club's Executive Auxiliary will hold their annual pot luck dinner in the club's dining room March 17. Past President Chester L. Levin and Ruth Ann have returned from a trip to the East and Mexico. Leo L. Levin was reported on the sick list.

### Ladies' Auxiliary

On February 24 the auxiliary celebrated its 30th anniversary with a dinner at Weiss Cafe in the old Coates House. Club was organized in the Coates. The Executive Auxiliary will hold their colors—red and white and favors were red coin holders. Invocation was given by Chaplain Mae Wilson and brought to a close by President Nellie Weber. Edna Marie Pray was emcee. Tribute to the first president was read by the club mother. A. J. DeBank was given committee chairman, Grace McBain.

### Hot Springs Showmen's Association

310 1/2 Central Ave., Hot Springs

HOT SPRINGS, March 4.—President Harry Hennies presided at the regular meeting, with 75 members present. Secretary John Obluck has resigned, and the city club, George Shuford will finish his term. Fifty new two-one chrome chairs have been added to the clubrooms. Brief talks were made by Edna Marie Pray, Miller and Tommy Cook, who are here for a few days. Meat balls and spaghetti were served by the Ladies' Auxiliary under direction of Mrs. Grace Goss. Mrs. Daisy (Mother) Hennies celebrated her birthday and received many presents.

### Show Folks of America

1191 Market St., San Francisco

SAN FRANCISCO, March 4.—President Mike Kekros presided at the regular meeting February 20. Walpert spelled Third Vice-President Art Craner on the rostrum. Corresponding Secretary Albert Roche read letters from the recently returned Troupers, Los Angeles, who enclosed a check for \$100 for the furnishings in the clubrooms; Etelle Rosenthal, Jack Christensen and Billie Mae Sucher.

Elected to membership were Tom Cobb, August W. Griffin, Peter J. Kelly, Ed Thelme and George Freige. Betty Monette, bingo committee chairman, reported a profit of \$33.65 from the last party.

New members, guests and members who have been absent for some time were presented by President Kekros. They included Arthur J. Mitchell, G. B. Clawson, John C. Elycos, Donald F. Costa, M. J. Horlin, Charles J. Walpert, Mr. and Mrs. William Givens, Mrs. St. Martin, Ralph Deering, E. S. Fitzgerald, Bob Dignan, Eddie Stewart, Mrs. M. Elwin, Danny Lewis, Mrs. J. Zippert, Ginger Ray, Antonio Ortega and Harry P. Martin.

President Kekros reported much progress on the new headquarters. He thanked Bill Kindel, Lloyd Monette, Bill Bivens, Bill Coles, Johnny Melnikoff, Jim McCaffery, Tom Condon, Lonon Grogan, Jackmonds, Sam Landeman and Jack Brown for their efforts. Rooms were expected to be ready for the Hi-Jinks scheduled for March 19, with Marie Burke in charge of entertainment. On the sick list are Jeanette Young and Irwin Foster.

### Missouri Show Women's Club

415A Chestnut St., St. Louis

ST. LOUIS, March 4.—In the absence of President Goldie Fischer, third vicepres Teresa Sidenberg wielded the gavel. On the program were the Treasurer, Norma Lang; Secretary Sally Divas; and Acting Social Secretary Babe Weinstein in the absence of Vera Schantz.

All new cooking utensils were donated by Estelle Regan. A leather settee was donated to the club by Lois Francis. The raffle was won by Florella Chaney for the raffle, w 1 awarded to Leva Vellos and door prize, donated by Teresa Sidenberg, was awarded to Gina Campbell. Lenora Gynkin donated the main door prize at the St. Valentines party, which was awarded to Florence Cobb. Second door prize, donated by Vera Schantz, was awarded to Leah Graber and the third prize, donated by Teresa Sidenberg, was awarded to Helen Allen. Estelle Regan donated the 400 left hats pinned on everyone who entered the club for the party.

Mrs. Lois Francis left the Missouri Bazaar Hospital recovered from pneumonia. Up for the first time this season were Lotis Brown and Faye Davis.

### International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, March 4.—Regular meeting of February 23 was called to order by Past President John Francis. On the rostrum assisting him were Secretary J. P. Murphy, Eddy Cobb, Charles Chaney, Russ Edwards, Sid Belmont, John Shelley and P. E. Sorenson. The club's Executive Auxiliary will hold their colors—red and white and favors were Lotis Brown and Faye Davis.

Bill Jacobs is still in City Hospital, as is Edna Marie Pray, who improved at the Bethesda Hospital. George Regan, John Roth, Edwin Schantz, Larry Becker and William (Red) McCoy are back from New Orleans.



## Van Tilburg's Said M.P.s. Date Looks 'Lefty'

### Extended to Nine Days

MINNEAPOLIS, March 4.—Noel Van Tilburg has one of the most entertaining shows in the 32-year history of the Minneapolis-Mpls. Circus, which this year for the first time runs nine days instead of the usual six. Show, playing the latest matinee, presented with acid mattees Thursday (2) and runs thru Saturday (11), minus Sunday shows. Bud Johnson, Zuhrah Temple's general chairman, said he was demanded by schools for special dates for extension of the run to nine days. Thursday matinee and evening shows drew an estimated 4,000 and 4,500 attendance, respectively, but week-ends were well set, with next midweek just about sold out as advance ticket sales continue to move heavily, Johnson reported. To top it off, program and banner business was at least 20 per cent higher than last year. Production cost is about 10 per cent higher, due principally to Van Tilburg having to bring in many acts direct from Eastern states.

### New Acts for Date

Van Tilburg has brought in numerous new acts for this show, some here for the first time at any kind of circus. Others, however, are old friends. Zuhrah dated the Thursday matinee was clocked at 2 hours, 40 minutes, but will have to be shaved by half an hour to meet the demands of therolley company to get kids out of the loop area before the dinner hour tram rush. Shows start at 7:30 and the doors open at 7:00. Shows were off from the 1949 opening attendance of 6,000 matinee and 6,500 evening, Chairman Johnson estimated. The first circus date was postponed on a Monday night instead of a midweek Thursday as this year. The Zuhrah circus is reputedly the largest in the Midwest, the beginning it has been packaged independently instead of leased out. Shows, except drop just about everywhere, must sweep the place after shows.

### Special School Deal

Zuhrah again had his special school deal, with the Minneapolis public schools, and this year has extended its co-operation to outlying schools in suburban areas. Kids get a special 40-cent ducat price by picking up a ticket at school. The school fee is 50 cents for kids at the door, \$1 for general admission and \$2 for reserved seats, the same as a year ago. The Zuhrah show is a real show, heavy on the wire and sensational-type act. His old stand-by Liberty horse act is still a top favorite, and also is one of the first times in a couple of seasons he has a bareback riding act in the line-up again. The displays, in order of presentation, follow:

No. 1—Band concert by Zuhrah Temple Shrine Band, directed by Noble Al Hood; 2—Special theatricals, "The Circus," a special circus case for the first time; 3—Ringling-Barnum Circus; 4—Kings of the Road, presented by Dorothy Patterson; 5—The World's Greatest Rocking Horse; 6—Debra, Behre and Wallenda, clown sisters; 7—B. H. Barrett and Company, comedy, and 8—The World's Greatest Rocking Horse; 9—Terrell Jacobs' wild animals; 10—Ray and George, trampolinists; three comical, clowning, and singing; 11—Felix Auld, pole; 12—Tom Pack's baby elephants, presented by Mac Macdonald; 11—Clowns, featured by George and George; 13—Clown production; Flying Zacharias, trapeze.

### Clown Alley

Five Cervone directed, 24-piece band. Occupants of clown alley are Kinko, George Barnaby, Whitty Harris, Lew Herber, Kennerly, Tommie, George, Frank, Ed Shibley, George Lassie, A. Augusted, Bob Harrell, and Ed. The band is directed by Frank Freeman, of St. Paul, was to have brought over 60 members of the Circus Fane of America

## Polack Org. Rents Generators To Beat Chi Power Shortage

CHICAGO, March 4.—Polack Org.' Western Unit officials all but pratt their rented Diesel generators Friday (3) and the show officials opened its annual engagement in Medinah Temple here to a three-quarter matinee and a near-capacity night show. Many to the show officials said they couldn't have opened without the generators because of the electrical power restrictions during the coal shortage, and the show is expected to save an estimated \$100,000 gross for the full 17-day run.

### Advance Up 50%

As it was, the date looked like "the best thing," in it its eight-year history to Mickey Blue, promotion manager. He said advance sales had been up about 15 per cent. The "life-saving" generators, spotted behind the 4,100-seat temple, are supplying 90 per cent of the juice used to light the show, with the rest coming from public sources. An announcement at each performance promised not only a power-saving plan, but also that the sponsoring Shrine had skimped on coal for some time prior to the opening orders to heat the building during the circus. While some heat was available, the house was cold until line cutouts were removed. The 10-degree outside temperature wasn't hurting the show because of advance sales and because Chicagoans were accustomed to winter.

### Look for 135,000 Full

The engagement actually teed off Thursday (2) with a sneak preview for 4,000 employees of the radio and television stations. The show had bought the entire house for the night. Polack staffers were looking for a total attendance of nearly that figure. The first circus date of 95 performances is given March 19. Schedule calls for three shows on each of the four circus dates, one on Monday and two on other days. The program book was another pride of officials. While its size, 176 pages, is the same as the last year, the money in it, according to the staff, is practically unchanged.

### Strong Press

Al Sweeney is handling Polack's press here as usual, and scored strongly in all papers. Opening day art and stores featured the generators. Justice Edwards is directing radio and television publicity and is presenting personnel and using newsreel shots and personal appearances by performers. Edwards

### Packs Inks Wheeling

WHEELING, W. Va., March 4.—Tom Pack's Circus has been signed by Ostris Temple Shrine to play a three-day date here July 31-August 2. Show played to capacity audiences in a two-day stand here last year. Al Concessions will be handled by the Shrine committee.

### Eddie Jackson's Sister Dies

AKRON, March 4.—Mrs. Elizabeth Jackson Latta, 78, mother of L. M. Latta, director of musical events for Junior League organizations thruout the country, and a sister of Eddie Jackson, veteran circus press agent, now with the Ringling-Barnum show, died here recently. Burial was in Goshen, Ind.

leaves March 14 for Indianapolis to work the March 27-April 5 date there. Mrs. L. J. Polack visited early in the week and then left for California. She expects to rejoin the Eastern unit at Roanoke, Va. Sam T. Polack, manager of the Eastern unit, also was in Chicago early in the week, en route to Wisconsin to close contracts there.

From Chicago, Mickey Blue goes to Oakland, Calif., and then, after winding up a promotion at Erie, Pa., for the Eastern unit, was in Chicago Monday (27) and will plane Monday (6) to Austin, Tex. to handle promotion of the Eastern unit's date there. Other activities by promotion men included a trip by Walter Ulmer to Sacramento, Calif., to work there with Jimmy Rison, of the Western unit, after which he flew to Norfolk to handle the engagement there for the Eastern unit.

Visitors to the show here this week included the Wallenda family, who visited from Cleveland to Minneapolis (2) Saturday, en route to St. Paul, Ellly Ardely, also headed north, and Felix Auld.

## Aussie Units Get Above Average Biz

SYDNEY, March 4.—An unusually large number of circuses are touring Australia this year. Among the better-known ones on the road are Wirth's, Barton's, Perry Bros., Ashton Bros., Bullen Bros., Gills and Johnny Foster's. All report that the box-office take at most of their stands has been well above the average for previous years.

Hit by har' luck was Frank Suer (Circus of Tomorrow), whose lion act was a feature of Barton's Circus. While on a tour of New Zealand, Suer lost two of his principal lions thru illness, and expenses, while making arrangements, piled up to such an extent that he was forced to sell his equipment in order to get back to Australia, where he is rehearsing a new lion act and getting set to rejoin the circus.

## Ringling Seeks A. C. Date, First Since '36

ATLANTIC CITY, March 4.—Ringling-Barnum and Bailey Circus has asked the city commission for a license to appear here Sunday, May 28. If granted, the Big Show will make its first appearance here since 1936. The license fee is \$1,000 per day.

The circus plans to show on the lot at Brigantine Boulevard and Maryland Avenue.

## Corra Davis Sara-Circo Head

SARASOTA, March 4.—Mrs. Corra Davis was elected president of the Sara-Circo Club at the recent annual election. Also elected were Mrs. Maudie Bailey, first vice-president; Mrs. Mildred Sika, second vice-president; Mrs. Peggy Thomas, secretary; Mrs. Gladys Staley, corresponding secretary, and Mrs. Margaret Jahn, treasurer.

## RB Inks Plainville, Conn.

NEW BRITAIN, Conn., March 4.—For its third successive year Ringling-Barnum show will pitch its big top in Joe Tinty's Stadium at Plainville, for two performances on June 15.

## Strassburger Units Set Indoor Finales, Plan Summer Tour

AMSTERDAM, March 4.—Circus Strassburger, which has had three big units playing the largest indoor circus shows in Amsterdam, Holland, and in Brussels and Antwerp, Belgium, this winter, will wind up its indoor seasons at all three spots March 14 in one evening set for a summer tour under canvas. Circus bills have played each show for a month, with most of the acts playing all three spots during the season.

Strassburger unit currently playing the Circus Carre arena here features the Danish circus owner, Max Schumann, with the Schumann high school and Liberty horses; Jean Michon and Holland's youngest lion tamer, and M. Charles, with Strassburger's elephant act.

Other acts on the bill are the Karolyis, Hungarian barabek riders; Petroff Trio, aerial bar; Corellis, Risley; M. J. Cooley, clown act; dog; Manola Bergh, football dogs; Joe Breitbar, strong man; Boris, roller skater; the Reynolds, aerial; Karel and Regina, clown entry; the Cubanos, break-away trapeze, and Maximilian's sea lions.

Strassburger unit at the Hippodrome in Antwerp features Gilbert Louche, the Flying Dutchman; Hans Strassburger, two horse numbers, and Koringa, fem fakir.

Also on the Antwerp program are the Three Buz, musical acrobats; Mr. Williams, mixed group of camels, llamas, zebus and zebras; Paolo Juggler; Adamars, trained bears; Four Adams, acrobats; Elmer, aerial; high school girls; Estrella, trapeze; Riaz Trio, aerial novelty; Chabris Trio, clowns, and Strassburger's elephant act. The circus is in Brussels, has the horse acts of Karel and Regina Strassburger, several good circus acts and a water spout for the second half.

## Garden Ticket Sale Kicked Off by R-B

NEW YORK, March 4.—Display ads announcing the opening of the Ringling-Barnum circus at Madison Square Garden kicked off the ticket appearance in local papers Sunday (26), followed by smaller ads in daily during the past week stressing the opening of ticket sales Monday (6) at the Garden's 49th Street windows. Prices range from \$1.50 to \$6, tax included.

Advance publicity has also appeared in the papers. The press crew will probably set up quarters here around March 16.

## H-M's Attendance In Milwaukee Off Slightly From '49

MILWAUKEE, March 4.—The Hamid-Morton Circus drew 72,000 customers during its seven-day stand in the Milwaukee Auditorium here Friday 20-26, just 1,200 short of the record set last year. The general chairman of the Tripoli Shrine Circus, announced.

With the auditorium capacity of 5,000 for each circus day, the daily matinee Monday (20) thru Sunday (26) were sold out in advance, for a total of 39,200. First two night shows Monday (20) and Tuesday (21) were the only ones that did not sell out. Opening night attendance was 4,800, with 5,200 on hand the second night. Total seven-night attendance was 38,000.

The Hamid-Morton org opens a six-day stand in Kansas City, Mo., Tuesday (7) and closes Sunday (12),

### WANT ADVANCE MAN

Guaranteed 30-week season, \$175 weekly. Must have car.

### LARRY SUNBROCK

Redco Ranch, Orlando, Fla.  
Phone 7527

### WANTED

FOR SHOWING MARCH 20-21-22  
Dog, Pony and Animal Show. Shows to perform at

**BOYS' CLUB ANNUAL CIRCUS**  
Call in touch with James C. Jones, Exec. Director, Valdosta Boys' Club, Valdosta, Ga.

### EXPERIENCED PHONE MEN FOR 4TH ANNUAL SHRINE CIRCUS

STARTS MARCH 15TH. SHOW DATE WEEK MAY 2  
Program—Banners—Tickets—Block Sale.  
HILL. CARL H. SONITZ NEWARK, N. J.

### 20 Weeks GROTTO 20 Weeks PHONEMEN

Want experienced Program and Ticket Salesmen, 25% on sale of admissions, meals and 20% on tickets. We furnish collectors. Must be sober and reliable. Write or wire.  
**TOM HASSON**  
Park Hotel Knoxville, Tenn.

### PHONE MEN BANNERS & PROGRAM

MODER CIRCUS, Coliseum, Switchman State Fair Grounds, May 17.  
JACK KNIGHT, BUCK BEAGER - Wire Address: 1100 1/2  
40 Hoffman Blvd., Detroit 1, Mich.  
Wolfe-Wolfe-4-2

### WEST BROS.' CIRCUS WANTS

Producing Promotional Directors and Phone men with ability to work big cities. Route as follows: Midland, March 6; Colorado City, March 7; Odessa, March 8; Big Springs, March 9; Canyon, March 10; All Texas; Hobbs, New Mexico, March 11, 12, 13, 14.

### DALES BROS.' CIRCUS WANTS

Concession Player for Dink. Brod. please answer. Contact  
**DAVE FINEMAN, Legal Adjutor**  
by phone after 6 p.m. 323-W

### \*MILLS BROS.' CIRCUS WANTS\*

Reliable Men with cars for salesmen. Some salesmen given preference. Some Property Men, Road Drivers, Side Show, Bus Convoymen, Millagers, Swatmen, Workers all departments. Season opens April 15.  
24-Hour Men Announcer - Write to JACK MILLS, 125 Coventry Rd., Cleveland Hts., O. All others come on mv. Winter Quarters, Circleville, O.

### WANTED FOR SEAL BROS.' CIRCUS

Brigade Manager at cones, Lithographers and Billposters, Band Leader, Clowns, also Wild West People or Family for Concert. Working Men, come on. Can also place Bus Convoymen. All addresses **BUD E. ANDERSON, Seal Bros., Circus, Fontana, Calif.**

### WILD WEST PERFORMERS WANTED FOR CONCERT

Men and Wife with stock who can Trick Ride and Rope, Impromptu Acts, Riders, etc. State just what you can do, experience, etc. and name photographs. All show places. Winter Quarters. Show opens April 8th. Address: **KING BROTHERS CIRCUS**  
Fairground, Meach, Georgia

### GIVE TO THE RUNYON CANCER FUND

## UNDER THE MARQUEE

Benny Fowler, general agent of Daley Bros' Circus, was a recent visitor in Chicago where he completed railroad business. . . . Between the Cincinnati and Chicago date of the Polack Western show, Rose Gould took her son, Andrew Fahin Jr., six, to Hastings-on-the-Hudson, N. Y., to enroll him in school. . . . Herby and Homer Hobson Jr.'s was a gathering place for Polack folks during the Chicago engagement.

An amateur showman is one who believes everything he reads in a contract.

Honry Ringling North, Big Show vicepres. and grand marshal of the Sara de Sota Pageant parade in Sarasota, Fla., February 25. Several

### Winter Quarters

#### Ringling-Barnum

SARASOTA, Fla., March 4.—Pageant week here brought big crowds to see the Big Show Sunday. The pageant parade on a Saturday night had an impressive circus section. A group of girl riders, several floats, the elephants, menage buggies, with Ringling show girls, and circus wagons took part. Linda Lawson, 3, took part in the baby parade with a baby burro and called it "Mule Train." Doc Henderson rehearsed this act and it went over big.

Dorothea and China Turbin arrived from their home in Bloomington, Ill., to begin practice. Norma Wright and Jean Lalanne joined the aerial girls in daily workouts. Winter date acts, clowns and girls arrived. The big top is up and all is in readiness for John Murray Anderson to start full rehearsals in a few days.

Mr. and Mrs. Campbell, guests of Fred and Ella Bradna, visited.

Rambles: Early morning riding class under direction of Doc Henderson grows daily. . . . Sore muscles are being worked out after an inactive winter by a number of the girls. . . . The prop shop is one of the busiest on the lot. . . . Railroad coaches took on a shiny new look with the new silver paint job. . . . Shiek Gwinnett is kept busy at the gate with so many tourists. . . . Larry Wilcox makes daily trips to quarters with the bus for the rehearsal kids.—MARY JANE MILLER.

#### Capell Bros.

McALESTER, Okla., March 4.—Winter quarters was opened to the public February 26. Two Dodge buses have been delivered. One will be used as a sleeper and the other will be a combination sleeper and advance billing truck. Two new trucks, one for the seats and the other for the baby hippo, are being constructed here.

Mrs. Woods is serving 58 persons each meal in the canteen. Recent arrivals here included Charlie Rouark and Will Meyers, of the Side Show crew; Blue Lundy and four partners who will work the big top, and J. Benjamin and crew of Nick Bangor, and Mr. and Mrs. Shuford.

## CHARLES SANDER

(DADDY LONGLEGS)

### Comedy Balancing on Stills

With Girl Assistant

### THEATRES • FAIRS • CIRCUSES STREET ADVERTISING

Available Season 1950

International Theatrical Corp.  
1501 Broadway  
New York, N. Y.

Ringling units were among the floats. . . . Attorney Julius B. Schaiz, West Hartford, Conn., counsel for claimants in the Ringling Hartford fire, is slated to talk over final payments with John Ringling North. . . . Big show prey, in Sarasota. Some 600,000 in claims out of a total of \$4,000,000 remain to be paid.

Rhinestone-studded wardrobe can't do a thing for a smiling ladder gal with a shapely set of gams.

George Cook has signed his miniature comedy act with King Bros' Circus. He reports the show is set to open early in April. The Cooks caught Polack Bros' Eastern Unit at Erie, Pa. Cook has turned his Funny Ford act over to his son, Meric, who is reading it for the summer.

News of bathless days in New York merely brought a snicker from a show blacksmith with "What's new about that?"

Tunis (Eddie) Stinson, veteran manager of the Detroit Shrine Circus, was feted at a party, given by Shriners, on his 25th anniversary. Shrine Circus manager. . . . Ray Garrison again will be with Stevens Bros' Circus working in the Side Show and doubling in the big show. Mr. and Mrs. J. M. Chesler will be in the coolhouse. . . . In the March 1 Daily Courier-Tribune, Ravenscroft, O., appeared an illustrated story of Don G. Fosgate, circus fan of Kent. Fosgate formerly resided in Cincinnati and attended many parties staged by the John Robinson-Loyal Repealty Tent.

Television is wonderful. It's the last place where we can see Hollywood horse operators who later trouped with circuses.

CFA President and Mrs. James B. Tomlinson, of Portland, Me., are sending several weeks in Sarasota, Fla., visiting the Big One's winter quarters. En route south they visited the Cole Bros' quarters at Ojus, near Miami. . . . Merle Evans, Ringling-Barnum band leader, recently spent a day in Chicago en route to Sarasota, Fla., after making personal appearances at Mid-west shows.

Circus managers have many real friends, mostly the kind who will love anybody who provides free groceries during the winter.

Rubyste, tumbler and balancer, formerly with Cole Bros' and Mills Bros' circuses, appears on the recent one-day vaude presentation at the Weller Theater, Zanesville, O. (See Under the Marquee on page 85)

### Dressing Room Gossip Appears on Page 68

**CIRCUS PHOTOS**  
Many fine photos on pages. An interesting collection covering many shows such as: The Circus, Ringling Bros., Ringling Bros. & Blake, Christy, Robinson, Great Wallace, Rippe, Dolman & Blake, Ringling Bros. & Blake. No obligation. Money back if not pleased. Write to: **WILLIAM MILES, 2545 Bush Blvd., Ensley, Birmingham, Ala.**

### ATTENTION, ACTS!

Am now contracting Acts for my 1950  
Fairs and Circuses  
**AND TELEVISION**  
**ERNIE YOUNG**  
208 N. Wabash, Chicago, Ill.



*good reasons*  
See page 72

### CLOWNS— Send For Free Circular

Heavy leather shoes \$15.00. Canvas upper shoes leather toecaps \$25.00. All in the U.S. \$25.00. Fine quality \$4.00 workmanship. 14 W. Lake St., Chicago 2, Illinois

### BILLOPOSTERS AND LITHOGRAPHERS WANTED

For March 15 opening. Union. Wire or write  
**L. A. GUNNELS**  
Martin Hotel, Doheny, Ala.

### WANT PHONE MEN

WANT TO BUY  
Trappines of 6 Horse Liberty Act and Ring  
**KELLY-MORRIS CIRCUS**  
P. O. Box 40 Havana, Illinois

\* PROMOTIONAL MANAGERS 4 \*  
Must Be Able To Start at Once!  
Handle crews of those gentlemen on Banners, U.P.C.'s. Start immediately. Long season, street, suspensions. No drunks, loafers or limbers.  
Write or wire, giving phone number. **JACK MILLS, MILLS BROS.' CIRCUS**  
1725 Coventry Rd., Cleveland Hts., O.

### 3 PHONEMEN

Year around work if you qualify. Best of equipment. With big 27-in circus. . . . Indoor in winter. . . . outdoors in summer. No drunks, advance artists or amateurs tolerated. Give full information in return mail letter. No phone calls or wires accepted. Promotional Director -  
**C/O MR. CUNNINGHAM**  
56 Mercile State Bank, Albuquerque, N. M.

### WANTED 3 PHONEMEN

MUST BE TOP PRODUCERS. 35 weeks of guaranteed work with world's largest fund-raising circus. Banners and U.P.C.'s. Strangers eligible. Wire or visit circus (show number). **JIM SMITH, c/o Western Union, New Castle, Pennsylvania.**

### WANT TO RENT AIR CALLIOPHE

For eight to ten weeks. If priced right, sales buy.  
P. O. Box #421, Rome, Georgia

### FOR SALE—TENT

Seats, Trunks, Light Plant and Miscellaneous Property. Enough for a circus. Address:  
**Circus, Box D-300**  
c/o The Billboard Cincinnati 26, O.

## Rodeo, More Auto-Racing At Des Moines

### Motorcycle Races Also Added

DES MOINES, March 4.—Iowa State Fair, which this season will operate without harness horse races for the first time in many years, will be emphasized upon auto races, and introduce a day of motorcycle races and four rodeo performances to its grandstand program.

National Speedways, headed by Al Sweeney and Gaylord White, will have five days of motor speed events at the fair. The Sweeney-White organization will present big car races three afternoons, the opening Friday, Monday and Thursday; a 100-mile stock car race closing Friday, and a program of AMA-sanctioned motorcycle races Tuesday afternoon. Last year the fair offered three days of auto racing.

**Cremer To Present Rodeo**  
Leo Cremer, Shawmut, Mont., will present the fair with the cowpokes slated to appear Friday night, Saturday afternoon and both afternoon and night on Saturday night shows, Jimmie Lynch's Death Dodgers and Joie Chitwood's Auto Daredevils, will be in for one performance each, Lynch on Saturday night and Chitwood Wednesday afternoon.

The grandstand revue, again booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, will run five nights on Saturday night and Sunday night. Last year a revue was presented eight nights.

**Second Vote on Hayburners**  
Contracts for the fair were closed here, so early after the fair board voted for the second time to discontinue horse racing on the basis that it was a losing proposition and would result in a sufficient number of people. The vote was 6-5. On the first vote on the question in December the vote was 7-5.

The allegation of horsemen appeared before the board in January of the fair against any loss. The loss in 1949 from harness races was \$1,184. A number of firms petitioned signed by 5,000 persons, asking for the continuation of sulky racing. A pledge from 35 that they would send 185 horses to the fair if prize money and other conditions were attractive also was presented. The horsemen maintained that higher stakes would improve the fair if prize money and other conditions were attractive also was presented. The horsemen maintained that other features of the fair did not show a profit either.

Lloyd B. Cunningham, fair secretary, said the board was primarily interested in programs that will appeal to more people and was not so concerned with the relatively small loss of money on horses.

## Woodland, Calif., Revises Plan for Exhibit Building

WOODLAND, Calif., March 4.—Abandonment of plans to construct an \$800,000 exhibit building in favor of a 148 by 162-foot structure was announced by the Yolo County Fair Board. Approval of the proposed structure was given by the fair department of finance, Stuart Waite, fair manager, reported.

Costing \$60,000 the building would have 24,000 square feet for exhibit purposes and 25,000 square feet to provide a wooden portable floor to accommodate dancers, Waite said. If late approval is given soon the structure will be ready for fair time in August. The original plans called for the expenditure of \$100,000. The new building will be of prefabricated material, which will reduce the cost and at the same time provide more space.

## Meetings of Fair Assns.

Association of Connecticut Fair Home Building Institute, 10 Prospect Street, Hartford, April 29.

## Bangor, Me., Revival Set

New grandstand to replace burned unit—Hamid and World of Mirth ink plans

BANGOR, Me., March 4.—Plans have been completed for the revival of the Bangor Fair which remained standing last year after the grandstand was destroyed by fire.

The annual again will be held at Bass Park, city-owned property, located on the city of Bangor. Roy Sinclair is general manager.

A new steel and concrete grandstand and a covered stage will be erected. A new entrance and fence encircling the main exhibition building, also are planned.

Contracts have been signed with Hughes & George A. Hamid & Son revue and acts and George Ventry's band. The World of Mirth Shows have been awarded the midway contract. Hamid and World of Mirth both held contracts for the 1948 Bangor Fair.

Finchette has been awarded a long lease on the property. Tentative plans call for the presentation of races and other special events during the summer.

The Bangor dates are August 7-12. The Presque Isle, Me., Fair has changed its dates, in accordance with the agreement, to July 31—August 5. World of Mirth and Hamid attractions will be able to play both dates as a result.

## Hamid Says IAFE Ad Service for Clients

NEW YORK, March 4.—George A. Hamid, Fair Association secretary, said the new service became the first large-scale contributor to the "Fair Time" advertising mat service for county and State fairs, non-profit project of the International Association of Fairs and Expositions (IAFE).

In a pre-sale purchase made before public or trade announcement, the Hamid office provided that mat package units for distribution to all fair clients. Frank H. Kingman, IAFE executive secretary, Brockton, Mass., has started distribution of the packages.

Each unit contains 10 individual newspaper mats—five one-column size, three of two-column width and two of three-column measurement. Also included are five proof sheets totaling 15 reproductions for layout purposes. Each kit sells for \$5.50, with special prices prevailing on quantity orders.

The service was designed to exploit fairs as an industry as well as advertise individual fairs locally and regionally.

## Frank Davidson Named Spokane, Wash., President

SPOKANE, March 4.—Spokane Interstate Fair Association has elected Frank A. Davidson, president, to succeed Lionel Wolf, secretary-elect. Davidson is manager of the Montgomery Ward store here.

Other new officers include J. Houston McCrokey, first vice-president; Herbert Beckley, second vice-president; and J. Chew, treasurer. The association hopes to revive the old Interstate Fair here this summer.

## ESE Chalks Big Advance Space Sales

### Concess Ops Gobble 40%

WEST SPRINGFIELD, Mass., March 4.—With 40 per cent of the concession space and 25 per cent of the outdoor machinery exhibit space already contracted for seven months ahead of its 1950 dates, September 17-25, Eastern States Exposition is looking forward to another banner year.

There are a number of other encouraging indications, exposition officials revealed here this week. Although exhibit space sales in the Industrial Arts Building—which exceeded all previous records in 1949—will not start until April 15 when contracts will be offered, early indications are that more national advertisers will exhibit their products direct this year.

Final count of the entries in the 1950 4-H Baby Beef Show places the number of prize-winning animals exhibited and sold at 180 head, the largest baby beef show in its history.

**Reservation Pyramiding**  
Officials said the sale of concession space did not start until February 15, when the annual exhibit space February 21. The rush to sign and return contracts so soon is unprecedented, although all space at the annual is usually sold out well in advance of the opening. Each day brings more signed space reservations, officials said.

Total attendance in 1949 was 359,087 despite rain on five of the seven operating days, and an all-time high of 13,000 on the last day. Total receipts were recorded. Total net profit, after depreciation, was \$81,000.

## Joie Chitwood Gets Springfield, Mo., Birm'ham Annals

KANSAS CITY, Mo., March 4.—Joie Chitwood's Auto Daredevils recently added two major fairs to their 1950 route, Aut Sweeney, Chitwood's Midwest manager, announced here Friday (3) at the opening of the Midwest Fair Circuit meeting.

The Ozark Empire District Fair, Springfield, Mo., and the Alabama State Fair, Birmingham, are the new additions, with each signing for two "hill show" performances. Sweeney said the Ozark Empire fair contract with G. B. Boyd, secretary-manager, of the Springfield expo, and indicated Birmingham contracts with M. McIntosh, general manager, Alabama State Fair.

## Christensen Inked For Rodeo at Chico

CHICO, Calif., March 4.—Christensen, Eugene, Ore., will stage the rodeo at the Third District Fair in May, the fair board announced. The board also voted to open the fair to day riders, the schedule called May 25 in order to show the pageant. Steps Toward Statehood.

Fair Manager M. J. Hogan said improvement plans call for the construction of 10 pens for showing commercial cattle and to accommodate 50 feeder calves and feeder yearlings. This is the first time commercial cattle breeders have shown at this fair.

### OWOSSO Expo Postponed

OWOSSO, Mich., March 4.—Annual Industrial and Agricultural Exposition, scheduled March 8-9 in National Guard Armory here, has been postponed to the first week of May. Pending settlement of the coal strike, new dates have not been set.

## Milwaukee To Hold State-Wide Square Dance Contest

MILWAUKEE, March 4.—A State-wide championship square dancing contest will be a new feature of Wisconsin State Fair this year, Jack Reynolds, manager, announced. Each of the approximately 40-odd square dancing clubs are expected to be represented by their best dancing combo, Reynolds said. Cash prizes, as yet undetermined, will be offered.

The local fair this year will celebrate its 100th birthday, but no great emphasis will be placed on the anniversary. Two years ago Wisconsin's 100th anniversary was observed by the staging of a centennial exposition, which embraced that year's State Fair. Principal improvement to the plan this year will be the establishment of a Kiddieland to the rear of the Journal Building. A reported \$35,000 is to be spent on the installation by Charles Rose, operator of the midway, with the Kiddieland to be ready for operation when State Park opens its season.

Still dates skedded for the fair-ground include the Memorial Day appearance of Joie Chitwood's Auto Daredevils, the 100-mile stock car race June 11 and a 150-mile stock car race July 9. The Roller Derby will be presented in the fairgrounds on Saturday, June 12-July 1, marking the first time a roller skating show has been presented on the grounds during the summer.

## Imperial Expo Tops '49 Pace First Five Days

IMPERIAL, Calif., March 4.—Attendance at the 21st annual California Fair Exposition here, Imperial, Calif., which closes a nine-day run here Sunday (3), ran approximately 5,000 ahead of the corresponding period (first five days) of 1949. Secretary-Manager D. V. Stewart announced. Figures totaled 39,528 against 33,599 last year.

Business held up despite rain Sunday afternoon (26), which forced cancellation of the night horse show after a few evenings had been presented. School Day, Monday (27), drew 14,000.

The fair offered \$92,500 in premiums. The horse show, held the first three days and offering \$10,500 in prizes, was augmented by two high acts, Four Jacks and a Queen, and a Queen and a King.

Two vaudeville shows played the grandstand the remainder of the fair, both booked by the Hunt-Webb Agency. Initial bill starting Tuesday (28), included Toni Madison's dogs; Lolita and Ardo, dancers; the Hurricanes, roller skaters; West and Lorenz, comedy team; and the "Lovers," with Johnny Romero as emcee, and the Wally Webb act.

Rebecca, who debuted Friday (3), featured Tony LaRue, marimba; Heller and Riley, comics; George Riley, emcee; Ben McAtee, comic; Al Dault, soul comedian; Jerry, and Armando and Lita, comic knock-out.

### Charlotte Seeks Race Dates

CHARLOTTE, Mich., March 4.—A thorough trotting program will be offered at Eaton County 4-H Fair here if August 30-September 1 dates submitted by the fair board to the Racing Circuit are approved by the loop's secretary, Andy Adams, reported Hans Kardel, the Charlotte fair manager. The fair board has appointed superintendent of speed at Charlotte, succeeding Earl Clever. He will be assisted by James Freeman, superintendent of coal. Fred Loucks, who will lead sulks before the grandstand.

**Jacobs Shreveport Prexy; To Spend 370C on Stadium**

SHREVEPORT, La., March 4.—Walter B. Jacobs, president of the First National Bank here, was elected president of Louisiana State Fair at the annual board meeting Wednesday (1). Thad Anderson was named first vice-president; J. H. Jordan Jr., second vice-president; J. R. Querbes, treasurer, and W. R. Hirsch was re-elected secretary-manager for the 35th year.

Enlargement of the football stadium on the fairgrounds, costing approximately \$370,000, is scheduled to get under way next week.

**Blackfoot Re-Elects DeKay**

BLACKFOOT, Idaho, March 4.—Frank G. DeKay, Blackfoot, was re-elected president of Eastern Idaho State Fair here, with E. R. Buehler, Pocatello, vice-president, Jack Moir, Idaho Falls, was named to the board of directors to fill the place of Emil Johnson, retired. This year's annual will be held September 12-16.

**Star City Annual Chartered**

STAR CITY, Ark., March 4.—Lincoln County Fair Association, Inc., here, has been issued a charter by the secretary of state. Authorized capital stock is \$50,000 with incorporators Howard Holthoff, Gould; B. S. Hurdley, Star City; N. M. Ewell, Yorktown, and G. B. Ryland, Grady.

**Gauthier Succeeds Father**

COENING, Ia., March 4.—Ray J. Gauthier was named secretary of Adams County Fair here, succeeding his father, the late A. L. Gauthier. Lee R. Witt was re-elected president.

**good reasons**

See page 72

*Sweet & Savory the Original*

**THE Sensational ORTONS**

CRISS-CROSS SWAYING POLY THRILLERS

With their own original creation  
**A FLIRTATION IN THE SKY**

Represented by  
**AL HARTIN AGENCY**  
Hotel Bradford, Boston

**A SURE FIRE HIT!**

★ FOR YOUR ★  
CELEBRATION, PARK OR FAIR

**BILLY OUTTEN**

**DIVING SENSATIONS**

COMEDY • THRILLS • BEAUTY  
PLUS A FLAMING H! DEVY

**GEO. M. HARTON AGENCY**  
PITTSBURGH 29, PA.

**WANTED CARNIVAL**

For Week of July 28, 29, 30, 31, 50

**CASS TOWNSHIP ANNUAL FAIR**

Sponsored by American Legion Post 126, Dugess, Indiana. The Fair was a great success last year and will be attended. With a large crowd and with much larger attendance this year. Contact HARRY BORDERS, Dugess, Indiana

**UNDER THE MARQUEE**

(Continued from page 43)

He was visited by Don DeWees, Zanaville circus fan. A week prior to Rubyatye's appearance, the Cyclotheaters, unicyclist, formerly with Cole Bros., were on the bill. An attractive booklet titled, "Training and Handling Domesticated Pets and Wild Animals," together with stories on the life of Terrell Jacobs, is off the press. Booklet was written and compiled by Emmet Sims, well-known circus press agent.

Always battling to the beginner is the older crowd quarter who is considered a valuable man and a seasoned showman—but does nothing.

John L. Duesch and Charles Stewart, old-time circus band leaders, met for the first time in 35 years at STUTTARD, Ark., recently. In 1915 Duesch was with the LaTena show and Stewart was with Shipp & Felus Circus. Both were with the Frank Weidert Circus the winter. . . . Roy Barreit, clown, reports that the James M. Cole unit is playing school dates out of Penn Yan, N. Y. He has no notes. Cole has been lost to snow or cold weather. Unit closes April 1.

It was old home week for Jim Stutz in Trenton, N. J., recently, when he renewed acquaintances with Ben Levine, Hal Christy, Mac MacNeil, Ned J. Curry and Astor Flowers. Curry is a promoter and booker. Flowers was on the old LaTena show. Stutz reported he'd direct ticket sales and publicity for an indoor circus in Trenton late in April. . . . Herbert and Chatia Weber returned recently from a dates' circus vacation in Mexico. While there they visited several circuses, and at Mexico City, were guests of Aurelio Alayde, of Atayde Bros. Circus.

Oldtimer holding a manager's I. O. U. for \$100 since 1898 figures at 10 per cent he has \$200 coming to him, but unfortunately the manager is no longer around.

L. E. Roba Collins, after closing his Magic Circus mystery attraction in Missouri schools after Christmas, has been at his home in Patterson, Mo. He is planning to be with a circus again this season. Collins recently played a date at a Blytheville, Ark. movie house with the Harnetts, veteran circus clowning team. Leon Long visited Romeo Johnson and John Robison on Rogers Bros. Circus at West Palm Beach, Fla.; Prell's Broadway Shows at Delray Beach, Fla., and Royal Crown Shows at Fort Lauderdale, Fla. . . . Pat Miller, formerly catcher, with the Cardinals, is on the bill, 9225 Wade Park Avenue, Cleveland. He had a severe heart attack February 7.

Hick town is one that has no street illumination except when 20 lanterns carrying farmers come to a depot before daybreak to see a circus train arrive, and then learn it sneaked into town on four tracks.

About 300 members of the Connecticut School for Boys, Meriden, were treated to a circus function sponsored by the CFA Bluch Landoff Tent No. 24, of Hartford, Conn., February 26. The show was arranged by Publicity Director Bill Brinley, whose miniature circus occupied practically all of the auditorium stages. Other circus members were displayed by members Gil Conlino, Jim Hoye and Bill Montague. Brinley spoke briefly on CFA, followed by Hoye and Conlino who spoke on a phase of the circus. Circus movies shot by Bill Day, Hoye and Bill Judd were shown, after which Roy L. McLaughlin, superintendent of the school, spoke on the circus and the boys were given an opportunity to view the stage exhibit at close range.

The Snell brothers, clowns, who open their season in Omaha, April 18-19, visited in Chicago last week.

**L. G. Sipperey Elected Caledonia, N. Y., Prexy**

ROCHESTER, N. Y., March 4.—L. G. Sipperey has been elected president of the reorganized Caledonia Fair. Other officers are Chester Pennall, vice-president; Ronald Wilson, treasurer, and Thomas Moran, secretary.

The 1949 event grossed \$20,345. Expenditures were \$16,654.

**Convert Edmonton Pavilion?**

EDMONTON, Alta., March 4.—Edmonton Exhibition Association is contemplating conversion of its livestock pavilion to accommodate theater-type activities such as music concerts and drama. Cost would be about \$75,000, according to James Paul. The Building would have air conditioning and portable stage and seating would be boosted from 2,300 to 3,000. It would still be used for livestock shows.

**Vegreville, Alta., Elects**

VEGREVILLE, Alta., March 4.—Leo S. Cole was elected president of the Vegreville Exhibition Association, succeeding John Leach who did not seek re-election. George Warren was elected vice-president and Thomas Cason secretary-manager. A reasonable surplus was recorded despite heavy expenditures last year on grounds and buildings.

**Pleasanton Switches Dates**

PLEASANTON, Calif., March 4.—Dates for 1950 Alameda County Fair here have been changed to August 9-19, fair officials announced. Originally scheduled June 28-July 8, the switch was made to avoid conflict with the Pacific Coast Horse Racing Association at Bay Meadows.

**Lachute Elects Arnold Prexy**

LACHUTE, Que., March 4.—Gilbert E. Arnold of Lachute, Que., has been elected president of the Lachute Fair, succeeding J. H. Black. New executive staff of the fair includes Clement Tremblay, vice-president; Alex Bothwell, secretary of the Argentine Agricultural Society; A. J. Munich and W. H. Robert.

**S. C. May Be Incorporated**

SWIFT CURRENT, Sask., March 4.—Incorporation of the annual Frontier Days celebration here as Swift Current and District (Frontier Days) Exhibition Association, Ltd., was seen as the result of suggestions by a fact-finding committee which has been making a survey.

**Howell Injured in Crash**

SAGINAW, Mich., March 4.—Chester M. Howell, for many years a leader in the Michigan Association of Fairs and a former State senator, was severely injured recently when an automobile accident here. Howell suffered fractures of both legs and a broken nose.

Other dates include Birmingham for the 3rd Union Chamber of Commerce, April 19-20, and Chicago for Barnes Bros.-Cole Bros. circuses April 21. . . . When the Davenport Shrine Circus played Cleveland, Tom and Winnie Gregory, CFA'ers, entertained at a party in their home. Guests included Harry Thomas, Corrine and Betty, George and Harold, and Hilda and Kurt Oran. Jennie and Willie Krause, Jessie and Dick Lewis, Hoss Sullivan, George Sweet, Lotti Brunan, Jack Burdette, Mayme Ward, Fay Romig, Emmett Kelley and Ernie Buch. . . . Jack Thomas, veteran hilltopper, stopped briefly in Chicago on his way to a road to California where he hopes to join the advance on the Clyde Beatty Circus. Thomas was with Dale's Circus last year.

**JUDY CANOVA**

**BOOKING NOW 1950 FAIR DATES**

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# Permanent Amusement Spot For Proposed Million \$ Beach Is Dream of Tampa Mayor

## Roll-Away Floor in Casino for Dancing, Skating Planned

TAMPA, March 4.—Show folks here are keeping an eye on the progress of a proposed \$1,000,000 municipal beach. Mayor Curtis Hixon announced that if the present plan goes thru, the beach will have a permanent amusement section, concessions and a roll-away floor in the two-story casino to permit dancing, roller skating and line skating. City officials are looking at the amusement center as the principal source of revenue for the project. To be financed entirely by revenue certificates, Mayor Hixon said it is contemplated that beach amusement and concession revenues will carry the pay load for cancellation of the certificates.

## New Super Highway To Boost Gate at Carroll's Funspot

AGAWAM, Mass., March 4.—The main highway in front of Riverside Park, and for half mile or more in each direction, will be more than doubled in width, according to an announcement of plans by the Massachusetts Department of Public Works.

About \$100,000 is involved in the construction which will provide easier access to Riverside and eliminate traffic bottlenecks on special days and nights at Eddie Carroll's funspot.

The present stretch of highway is only 20 feet in width. New roadbed will be 46 feet wide. Bids have been called for and work on the project will begin soon. Carroll has been pressing for this project for some time and the news of its approval was welcomed by the Riverside Park prexy. He reports that the State also has plans for a tie-in between the highway with a proposed new boulevard running north-south from upper Massachusetts to the Connecticut line. Considerable trafficking using the Connecticut River highway and the news of its approval was more acceptable and result in extra visitors to Riverside, Carroll said.

## Resume Boat Service To Detroit Tashmo

DETROIT, March 4.—Resumption of boat service to Tashmo Park on Harsen's Island was confirmed Thursday (2) by Nicholas M. Constans, president of the Ashley & Dustin Steam Line, who has an option on the park. Closing of a deal for purchase of the park from the Zimmer Trailer Interests is expected soon.

The Put-in-Bay, formerly in Lake Erie service, will be used for daily runs to the park from Detroit. Constans said. Deal was signed Wednesday with the city for lease of dock frontage and offices at the foot of Bates Street, until the property is taken for a future civic center project.

## Casey Postpones Kiddieland Plans

WINNIPEG, March 4.—E. J. Casey, owner of E. J. Casey shows, was planned to open a \$150,000 Kiddieland in St. Clements, Man., near here. May 24, has postponed plans until 1951, he reports. He has bought the land, 15 acres, has been purchased and the operating permit okayed by St. Clements. He plans to build ski and toboggan slides. The funspot will be called Rendezvous Park instead of Joyland Park as originally planned.

## Rules War Is Over, Greenville Bans Sun. Amusements

GREENVILLE, S. C., March 4.—The war is officially over in Greenville County, S. C. and Sunday auto racing and other public amusements are no longer legal.

County Attorney J. D. Todd Jr., issued this ruling despite no congressional declaration of the official ending of the war. He said in view of the virtual closing of the air force base here, the State law is no longer applicable which permits amusements to operate on Sundays in counties where the United States government has established a military installation for the duration of World War II.

## Million \$ Pier Rins Slated for Clean-Up; Ride Ops Interested

ATLANTIC CITY, March 4.—The entrance front of five-avenue Million Dollar Pier will be razed and the deck cleared back from the Boardwalk a distance of 300 feet, city officials in charge of the project disclosed.

The pier owners, it was stated, have received bids from two parties interested in placing rides and other amusements in the cleared area.

It was the original intention of Crosson, Inc., pier owners, to leave standing the towers and structure that marked the Boardwalk entrance to the pier, but new orders call for the clearing project. The 14-inch firewall in front of the pier theater, which prevented the fire cleared area from spreading oceanward and consuming the entire amusement center, also will be demolished.

## Indian Point Schedules Big Outings for May 20 Opening

PEEKSKILL, N. Y., March 4.—Special parties and attendance exceeding a record of 10,000 have been booked for the opening week-end at Indian Point Park here, according to Manager E. D. Kelmans. The new park, now being framed for the first time as a complete amusement center, opens Saturday, May 20. Activity on several week-ends preceding the official opening may be scheduled, depending on the weather, Kelmans said.

Outings already booked include two school groups, a church picnic and a business men's association. All will be transported to the park by the Hudson River Day Line which owns the ground and maintains docking facilities there. The Day Line will include the funspot in its daily schedules.

### Bus Parties Solicited

Kelmans said he is dickering with three city companies operating out of New York City which have a potential of 150 bus loads of picnickers coming through the city. In previous years bus traffic to the park was discouraged because of the competition it offered to the Day Line. The funspot is the central point for bus transported picnic groups, Kelmans said. It is located on the Hudson River within 40 miles of New York City and contains parking facilities. The transportation companies will be lured with free parking, Kelmans said.

### New Building Planned

The five-acre concession space, both food and games, is so great that plans are being drawn for the erection of additional stands with 200 feet of frontage. Temporary covered crowd lures include fireworks and a weekly barn dance.

Jules Logelin, spot's superintendent for the past 25 years, is handicapped in carrying out refurbishing plans because of the weather. However, the physical equipment is in excellent shape and the work to be done will be accomplished well in advance of opening, Kelmans said.

Planned advertising-publicity, besides encompassing area media, includes a strong pitch via New York outlets, Kelmans said.

## 300G Ciney Zoo Contracts

CINCINNATI, March 4.—Contracts for construction of a new contractor building at the zoo here were awarded Thursday (2) by the park board on bids totalling \$313,140. Broken down, the bids were \$261,450 for general building, \$28,900 for heating and ventilating; \$18,990, plumbing, and \$12,000, electrical work. Meanwhile, an attempt was being made in Washington to win the \$200,000 Department issue a special stamp commemorating the 75th anniversary of the zoo. Rep. Charles H. Epton, Cincinnati, has introduced the bill Thursday (3) calling for such a stamp.

## Ill Atlanta Zoo Bull Killed

ATLANTA, March 4.—Coca, popular elephant at Grant Park Zoo, was given a novel shot in 25 grams of potassium cyanide, Thursday (2) to end her suffering from a leg ailment which immobilized her and for which zoo veterinarians were unable to find a cure. Coca was 22 years old.

## Playland Sets March 26 Bow

### Rockaway spot marks 22d year under Geist ownership —improvements Slated

NEW YORK, March 4.—Rockaways' Playland opens its 1950 season Sunday, March 26, marking its 22d year under the ownership-management of A. Joseph Geist, president. The funspot will operate each week-end following the one-day session until full-time operation begins. Special promotional stunts, a re-planting of the April 1 week-end by Walter Kaner Associates, park publicists.

Eight new rides representing an investment of \$50,000 are being installed. Six of these are kiddie units slated for Joytown, a special children's section. The major rides being added are Bubble Bounce and a Rock-o-Plane. The latter will be erected in the center of the midway. Lloyd Young, superintendent, and William A. Geisler, Geisler, will supervise erection of the rides.

### Landscaping Planned

Other improvements will include the landscaping of Joytown and the addition of a Bubble Bounce and a Rock-o-Plane. The latter will be erected in the center of the midway. Lloyd Young, superintendent, and William A. Geisler, Geisler, will supervise erection of the rides.

The public address system is being enlarged and modernized by the Hughes Sound System. The number of speakers units is being increased to 300 and new equipment to play wire recordings and long playing records is being added.

A new fluorescent lighting system that will increase illumination by 10 per cent is planned. The Beach 98th Street entrance will be enlarged.

### Older Employees Feted

On Wednesday (1) a party was held at the park to celebrate the 22d anniversary of Geist's owner-management. Geist acquired the property from the Henry-Ford Co. amusement railway builder, in 1928. Playland's oldest employees, Herman Knobel, 73, goat ride supervisor, and Bill Warrington, 71, were honored. Both have been at the park since 1928.

Mr. and Mrs. Geist are visiting amusement parks on the West Coast.

## W. A. Gelhaus Dies; N. J. Shore Spot Op

KEANSBURGH, N. J., March 4.—William A. Gelhaus, 79, who developed this seashore spot into one of the most popular beach resorts in the New York area, died at his home here March 4.

In 1906, Gelhaus and four associates acquired 70 acres of land along Raritan Bay and eventually developed it into a busy, diversified amusement resort with rides, entertainers, amusements, night clubs and other recreational facilities along its boardwalk.

One of the New York City group organized the Keansburg Steamship line, and Gelhaus was named president. Shuttle service of the Keansburg line of excursion steamers between lower New York City and Keansburg always has been heavily patronized by New Yorkers and a big asset to the city.

Gelhaus also was president of the New Point Comfort Beach Company, a director of the Keansburg National Bank and a member of the Keansburg Savings and Loan Association.

Survivors include his widow, Mrs. Arabella Smith Gelhaus; a son, and a daughter, Mrs. Mrs. Lillian Holobenok, and a brother, Frederick O. Gelhaus.



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Permanent adjoining communities with 500,000 season  
population—10,000,000 seasonal visitors, including  
Los Angeles

Newly completed million-dollar all-year State-county  
beach—adjoining this amusement zone which  
has been in existence for over 50 years

We are located only 18 miles from the city of Los Angeles and  
suburbs, with a population of over 3,000,000. This is not an experi-  
mental deal. This beach area has been in existence for over 50 years.  
However, with the discontinuance and condemnation of the nationally  
known Venice Beach (Los Angeles), city beach amusement pier, it  
was necessary to move the entire amusement field south to our area  
which is a just a few miles away. The State of California and the  
County of Los Angeles have spent hundreds of thousands of dollars  
improving our beach area which has only been recently com-  
pleted. In addition to all of the above, our amusement zone adjoins  
the Redondo Beach city fishing piers where daily thousands of  
fisherman trek to cast their lines and where daily fishing boats load  
and unload these eager anglers all year round. This is an opportunity  
of a lifetime to become associated with a financially profitable live-  
wire organization. We want honest—sober—reliable parties familiar  
with the amusement field. Write immediately for personal inter-  
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Don't be confused by past experiences with imita-  
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or actual earnings.

The name Skee-Ball (copyright U. S. Pat. Off.) is nationally advertised  
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game of skill. IT IS A LEGAL GAME, EVERYWHERE.

Everybody likes to play. Women and children are ardent fans, and  
they're good too. Whole families are your customers, young and old.  
The best people are your best customers.

Skee-Ball is the only skill game that can be successfully and profitably  
operated with prizes under a merchandising plan.

The simplicity of its mechanical operation and parts, and its  
freedom from breakdown and repairs are a revelation to operators  
and mechanics.

Skee-Ball is a "natural" in Parks, Resorts and Arcades. Groups of  
10 or more Alleys are grossing from \$1,000 to \$2,000 per Alley,  
season after season.

One resort Arcade operator replaced 12 old alleys  
with 12 new Alleys in 1949. His receipts doubled  
over any previous year. (The public likes to play on  
new and modern equipment just as you like to drive  
a new and modern car.)

A city Arcade operator started with 6 Alleys, soon  
bought 2 more and is now planning removal of  
partitions to accommodate 12 more Alleys. (He must  
like Skee-Ball.)

A Park operator buys 9 Alleys in 1948, increases to  
16 in 1949. Another buys 16 Alleys in 1948, increases  
to 24 in 1949. (They made money with Skee-Ball.)

YOU TOO CAN ENJOY THE EARNINGS MADE WITH  
SKEE-BALL. WRITE US, WE'LL DO THE REST.

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pool, boating, dance hall, stunts, 4 baseball diamonds.

OPENING MAY 20TH  
in conjunction with  
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business interests. \$25,000 cash needed. Will consider less for responsible person. Write

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140 ROOSEVELT BOARDWALK

Phone: Cloverdale 6-6955 bet. 8-10 p.m.

SOUTH BEACH, S. I.

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SALISBURY BEACH, MASS.

Season starts May 30.

Also have building 37x65. Write:

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at any amusement  
park or civic

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GROSS \$2,500 TO \$15,000 A SEASON

Burns coal for normal steam operation. Make real  
money in any town over 10,000 population.

Approved A.S.M.E. boiler. Steam Trains are un-  
excelled for appeal and repeat rides. Hauls from  
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OTTAWAY AMUSEMENT CO.  
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ON BEAUTIFUL CHESAPEAKE BAY  
ONLY 14 MILES FROM BALTIMORE VIA DUAL HIGHWAY  
BEAUTIFUL BEACH — MODERN BATHHOUSE — NEW DECORATIONS  
WANTED

FISH POND, PITCH-TILL-U-WIN, DART-A-LITE, NOVELTIES,  
GREYHOUND RACER, SHOOTING GALLERY, FERRIS WHEEL,  
BINGO (CASH PRIZES), FUNHOUSE (36"x4"x9")  
WIRE OR WRITE

WM. F. SHINNICK, Park Director, 1529 Munsey Bldg., Baltimore 2, Maryland

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8 have new Rubber Bumpers.

16 MOTORS

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## FOR SALE BRAND NEW

**14-Unit Greyhound Racer**  
Units for \$4,120 F. O. B. Send in your offer. Best offer will take. Act QUICK!  
Replies to  
Room 323, Collins Park, 2908 Park Ave.,  
Miami Beach, Florida

## Free Ride Took Frank Winkley Out of Printing Into Showbiz

(Continued from page 63)

with Hinck, he did innumerable automobile head-on collisions and roll-overs, as well as motorcycle crashes.

A serious crack-up during a show in 24 months took his life. His injuries—seven fractured ribs, a broken shoulder and a leg fractured so severely that it required the grafting of two inches of bone—kept him in the hospital for nearly a year and off his feet for 16 months.

After the doctors discharged him, he returned to the thrill show field as a booker for Hinck. In 1937, a year later, he was given a helping hand by Rube Liebman, a Barnes-Carruthers ties rep., and he launched his own thrill show—the Suicide Club—book- ing 17 fair dates for its first season. He continued to operate that show until World War II. In addition, in '33, when Jimmie Lynch was playing the New York World's Fair, Frank also operated a unit under the Lynch title in the Midwest.

Came the War

At the Chicago outdoor convention in December, 1941, he picked up many choice dates for his Suicide Club and faced the most life-threatening event came the momentous Pearl Harbor attack December 7. Nine days later the first day married men were permitted to enlist, Frank signed up.

He joined the tank division of the army as a private and when he left the service almost 4½ years later he was a captain. It was his responsibility to train tank companies, each of which consisted of 240 men. His experience as a stunter and a thrill show manager stood him in good stead. He knew how to handle men and motorized equipment. Moreover, his intentional fortitude again was evident to his men. He was so successful in his assignment that throughout his service he was kept in charge of training tank groups.

Fast Return to Operating

Back in civilian clothes, he hurried to return to thrill show operation. A month after his discharge, his show newly named the All-American Thrill Drivers, was in action. The next year, 1949, he branched out, adding auto race promotions. His operations in auto racing then was confined to still dates and the men with success.

The following year, Jimmie Wilburn and Emory Collins, big name Midwest drivers, asked him to join

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## RIDES AND CONCESSIONS WANTED

Major and Kiddie Rides that would not conflict with present rides in park.

Park established 20 years. Centrally located among three major cities.

No gib or Junk Rides or Concessions. Save your stamps.

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## Shelbo Brothers, Willow Park

Route #3, Easton, Pennsylvania

them and to make a pitch for fair auto races. The combination of Wilburn-Collins-Winkley thus was formed and it held together until last year, when Frank bought out Wilburn and Collins. In the last few years, Frank also has staged stock car and motorcycle races. In fact, he is generally credited with the introduction of stock car racing in the Midwest.

Frank, now 42, has been married 12 years, he is being the former terms Cook of Minneapolis. She is more than a wife in the Winkley operation. With marked capability she handles some of the many Winkley dates as a manager and currently is the only member of the sex activity engaged in the promotion of auto races or thrill shows of fair.

Frank is one of a family of 12 children. His dad, now 84, is a stationary engineer who, during World War II, came out of retirement to hold down three different engineering jobs. His mother, 78, is an accomplished pianist.

## Paul Massman In Sesqui Post

(Continued from page 62)

even for the deferred 1951 opening date, particularly because of the uncertainties over the exposition's site. The 1951 season would be expected to run from April 15 to November 22 and, if successful, the fair would reopen in the spring of 1952 and run again to late November. The project, it is agreed, would be greatly enhanced if it can be launched on a bigger scale than was contemplated in original plans, since the exhibit buildings would be far more representative of U. S. business and industry while the midway area would attract shows for the two seasons on a much bigger scale.

Travel Committee

The sesqui commission this week announced the make-up of a new national transportation committee which will advise on travel arrangements in connection with the fair. The committee is headed by Col. J. Monroe Johnson, chairman of the Senate Interstate Commerce Commission, and includes William T. Faricy, president of the Association of American Railroads; Vice-Admiral Emory S. Land, head of the Air Transport Association, and Arthur M. Hill, Grayhound Bus Corporation.

Massman's running of the celebration here will be directly responsible to the executive committee of the sesqui commission.

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CONCESSION SPACE ON THE PIER AND BOARDWALK AT SAVANNAH BEACH, GA.

LONG SEASON BEGINNING APRIL 1ST. REASONABLE TERMS. WHAT DO YOU HAVE? See or contact

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SAVANNAH BEACH, GA.

**4 good reasons**  
See page 72

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With 3-year lease in good park if desired

**1 PORTABLE KIDDIE BOAT RIDE—2 yrs. old**  
**1 PORTABLE CHAIR-PLANE KIDDIE RIDE**

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Fronts 101 Highway, two miles north of Tijanana.

Permanent spot.

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Will buy or book 36-ft. Merry, Kiddie Rides, Boats, Canoes, Beach Umbrellas. Will rent Restaurant and Pavilion, space for Portable Rink, Miniature Golf, Shooting Gallery, Penny Arcade.

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## FOR SALE Island Eden

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Fully Equipped With Comfort Station  
**W. G. MEINICH**  
3708 West 8th St. Brooklyn 34, N. Y.

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# RINKS AND SKATERS % TAXATION

## 3-in-1 Party Big For Det. Varsity

DETROIT, March 4.—A 3-in-1 party was presented recently at Walter E. Sutphen's Varsity Gardens Rink here, drawing three different crowds in one evening.

Opener was a rube party, designed as a costume and informal get-together. It was followed by an old-timers' party, devoted to those who had skated at the rink in the '40s and '30s. Over 60 turned out for the latter.

Final event was a birthday party for Nancy Lee Parker, national senior ladies' champion. A surprise event, it drew many showfolk, skaters, operators and teachers. The show was unusual for a rink. A presentation of professional talent, apart from skating, it proved a welcome diversion. Miss Parker also gave a skating exhibition. She was presented with gifts, including dresses by Mrs. Lillian Sutphen, wife of the owner. Event closed with a buffet luncheon at 1 a.m.

Among those attending were Sheila, dancer, with a group of 12 youngsters; Paul Kazander, assistant director of Wayne University Radio Guild; Curly Axtell, rink operator; Fred A. Martin, secretary, Roller Skating Rink Operators' Association; Dawn Porter and a number of carnival people.

CHICAGO, March 4. — Joseph F. Sheverson, of Chicago Roller Skate Company, said this week that his firm has no connection with Sports Shoes, Inc., the firm whose alleged failure to reveal the foreign origin of shoes sold as parts of roller skating outfits is challenged as deceptive by the Federal Trade Commission. "Some of our skates were used on their shoes by distributors, but not with our knowledge or consent," said Sheverson.

## Sock Pitch Made by Group Before House Ways, Means Committee on Tax Removal

Martin, Brooks, Brown, Loeffler Make Plea

WASHINGTON, March 4.—A vigorous and effective presentation for elimination of the 20 per cent admission tax was made to the House Ways and Means Committee by four executives of the RSROA. Representatives of 38 other enterprises were also heard, representing film and other branches of show business affected by the tax.

The RSROA group, fourth on the schedule of witnesses, was represented by Fred A. Martin, executive secretary; B. G. Brooks, Brooks Skating Arena, Raleigh, N. C.; Victor J. Brown, New Dreamland Arena, Newark, N. J.; and Severin Loeffler, Riverside Stadium, Washington.

Brooks presented the formal case on behalf of the group, and answered several specific questions by representatives concerning reasons for requesting the tax.

The occasion was made memorable by one of the rare speeches from Brown, who represented the theme succinctly: "Why tax the kids? As an operator, take us out of the red and we will pay the taxes."

### Childs Manufacturers

Martin's eloquent argument at finding no other spokesmen for the roller skating industry present, and criticized, especially, the absence of manufacturers. "The tax is more important to manufacturers than to rinks, for rinks are their agents and the market for whatever they manufacture. The more business we do, the more they will have to make. Therefore it seems logical that they should be the men of prime interest in fighting this tax."

Martin commended the House committee for its reception of the delegation, particularly that of J. L. Doughton and Committeeman John D. Dingell, noting the latter's comment that such a tax imposes a great burden on the masses of people of the lower income brackets.

"The RSROA was there at the right time and place to work for the entire roller skating business," Martin commented.

In opening the presentation, a detailed statement was presented on behalf of Victor J. Brown, who pointed out his own connection and the standing of the RSROA: "On behalf of myself and other roller skating rink operators, I ask the repeal of the admissions tax as it relates to charges collected from patrons of roller skating business for the use of the rink facilities, including rental or loan of skates and checking accommodations."

"I operate a roller skating rink in Newark, N. J., which represents a replacement investment, with equipment of approximately one-half million dollars, to accommodate, without crowding, 2,000 skaters.

"I am a member of the RSROA, an organization of the operators of the principal roller skating rinks in this country. It is the purpose of this organization to promote the interests of the rink operator by the use of the operations of rinks on a high level of facilities, cleanliness and care of patrons to promote the competitive events on a local, regional and national scale in a manner creditable to the business and sport, with the approval of local health and public authorities, patrons, to promote competitive events. Brown went on to outline the

growth of the roller skating industry, its significance for young people, and the impact of the 20 per cent tax upon it: "Roller skating business attained its growth and development in a depression era of business, as a low-cost participating sport for teen-age children, although patrons range in age from 3 to 60. However, 95 per cent of the participants are teen-agers.

"A fair average charge to patrons for the use of rink facilities, including the loan of skates, has been 40 cents for the past several years and prior to the date when the 20 per cent admission tax was imposed. This figure of 40 cents is the reasonable maximum we can charge our patrons and retain a sufficient volume of business to make a profit on our investment. Most of the rinks have found it necessary to absorb the tax in their existing charge. Some of us have had to increase our charge—in my case to 50 cents. The effect has been a complete loss of profits and a falling off of patronage. The present attendance at my rink averages approximately only 500 per day, against a capacity of 2,000. Most of the children who patronize the rinks are from low-income families to whom a 10-cent or 15-cent additional charge is sufficient to cause the loss of their patronage."

### Formal Statement

The crux of the entire mission to Washington was contained in the formal brief submitted on behalf of the entire industry, which follows:

"The Roller Skating Rink Operators' Association members appeal to the Ways and Means Committee for relief from excise admission taxes. Such taxes have been a burden to millions of children who participate in this recreational sport and, thru such taxation and economic conditions, this situation is becoming more serious each day—as most of these children come from families of the lower-income bracket. These conditions have forced parents to cut allowances to the boy or girl, creating an alarming situation to the roller

skating industry, forcing many rinks to close due to lack of business.

"We operators and rink owners appeal to you gentlemen for relief from what we believe an unjust taxation, levied on a healthful recreational sport which is enjoyed by the children of the masses. Also, a sport which has helped greatly in rebuilding broken bodies, as proven with the many special classes featured for the benefit of amputees, polio and other victims of unfortunate handicap.

### Cause Justified

"We, the rink operators, fully believe that the cause for which we ask relief from taxation is fully justified, being fully aware of our obligation to the welfare of our nation. We feel that to continue this 20 per cent admission tax thru five years after the close of World War II has proven:

(See RSROA on page 103)

## FOR SALE

A complete 48x120 ft. Portable Roller Skating Rink. Complete floor, 2nd tier underframe with plenty of blocking. Total skater capacity 1,200. 12 ft. wide, 12 ft. square poles. 52 side poles with 15 ft. coated curb chairs at each end. 40 ft. x 12 ft. portable skate counter, about 175 ft. Chicago rink curb chairs at each end. 40 ft. x 12 ft. portable 500 ft. of picket fence. Plenty of skate parts and accessories. Also, 100 ft. of concrete outfit and well taken care of. Will sell all or part. All will be awarded.

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We make any size floor, 2nd or complete rink, 48x90-500 yds. Now 40-100 ft. instant rink, 48x90-500 yds. \$1,500-2,000. We sell cheaper than you can build it. Buy now before prices rise. Write for catalogue and see what you get for your money.  
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Everybody loves these little darlings! Nothing else like them. Exclusive "Petrol" They hug each other. Pichem up separately or together. Attractively decorated. Colors: Assorted Colors—100% Choice of Eunice or Bebe, or Ducks & Catch Boy & Girl. Shoppers, immediate delivery. 1 dozen per \$2.00. 3 dozen per \$5.00. **SAMPLE ORDER**—1 dozen per \$2.00. 3 dozen per \$5.00. **WRITE FOR SPECIAL QUANTITY PRICES** & 1950 Circular Jobber Sell-List Available. Cash or C.O.D. Balance C.O.D. **BERKLEY MFG. CO., 2720 Archer Ave., Chicago 8, Ill.**



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EASTER SPECIALS

Table listing various Easter products like Plastic Easter Rabbit Blow-Up, Real Fur Easter Rabbit Doll, etc. with prices.

AGENTS & DISTRIBUTORS

(Continued from page 90)
NUDIE CUTIE TABLE LIGHTER-SHE'S A hot, sexy, temptress...

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Signs are 28 inches long, 12 inches high. Each line of tubing a different color if desired.

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 LOW PRICES ...

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 NEW WONDER CASE. BEST TEST IN  
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**COMIC NAPKINS** 20 TO A SET  
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 "Who doesn't use Napkins?" - A LAUGH A SECOND  
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Heavy Cards, Specials, Cages,  
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AVAILABLE FOR HOTELS, CLUBS, RESORTS and Ballrooms—A well-organized, commercial band for hire. Band leader. Social arrangements presenting all of the popular rhythmic, waltz and slow and slow, radio, etc. Clean appearance; professional. All around here on transportation and promotional material. Hal Carlton, 3306 Fulkerson Ave., Seattle 2, Washington. m11

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All Extra Heavy Mountings 15 days money-back guarantee if rings not as represented. Merchandise for resale only.

VERNON HOFF—FEMALE IMPERFORATOR; ACVA member; performed in Grand Club, 2100 Penna, George's, Carnegie, N. Y. C. Photographs and film. Write: Vernon Hoff, 2100 Penna, New York.

YOUNG MAN, 31, CLEAN CUT, TWO YEARS college, good talker; desires traveling position with a firm. Write: Young Man, 31, 125, car Billboard, St. Louis 1, Mo. m11

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ACCORDIONIST—AVAILABLE IMMEDIATELY. 25 single, reliable, versatile, 2200 experience in Western, popular, travel anywhere. Write: Musician, 25, 125, car Billboard, St. Louis 1, Mo. m11

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DRUMMER—DANCE OR SHOWS; SOBER, reliable, well traveled. Write: Musician, 25, 125, car Billboard, St. Louis 1, Mo. m11

DRUMMER—AVAILABLE; SOLID, EXPERIENCED, reliable, well traveled. Write: Musician, 25, 125, car Billboard, St. Louis 1, Mo. m11

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AT LIBERTY—YOUNG LADY, SINGLE TRAP singer, reliable, well traveled. Write: Musician, 25, 125, car Billboard, St. Louis 1, Mo. m11

BIG PEOPLE ACROBATIC AND BALANCING act. Write: Musician, 25, 125, car Billboard, St. Louis 1, Mo. m11

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BIG PEOPLE ACROBATIC AND BALANCING act. Write: Musician, 25, 125, car Billboard, St. Louis 1, Mo. m11

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**4 PC. PEN SET**  
New Sensational Boreaux set includes Ball Point Pen, Hooded Point Pen, Mechanical Pencil and handy PEN KNIFE. Sailing like wind! Assorted colors.

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Try marvel of the year! Actually responds to human voice skins out of his house when you call his name. Battery operated. Sells on sight!

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Looks so real it fools everybody! Sweeping the country! NATURAL P. L. E. H. H. COLGATED construction, carefully modified and tinted. Fits plastic, waxed, or metal. Everybody's ceshing in—wear with, fool!

**\$7.50** Doz. Sets  
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FACTORY GUARANTEED—NOT RESULTS

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87.50 Retail Men's Automatic 6 P. 17 Jewels. Ea.	22.00
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ALTOGETHER DIFFERENT—12 TO A SET

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We also have Jocks Monkey with Suction Cup, Rubber Gorilla and Twixie Lighter.

**ALL MERCHANDISE FOR RESALE**  
Send Certified Check With Order. No C.O.D. No Samples.

**BORDER NOVELTY COMPANY**  
8 W. Jefferson  
Detroit 24, Michigan

**YOU CAN'T BEAT THIS PRICE ON OUR 10-INCH Western Horse Clock**

**\$7.50**

Minimum order 1 carton (6 to carton). Samples, \$8.00 Each.

25% cash with order, balance C.O.D.

**WHOLESALE ONLY!**

Western horse clock with Western clock. Highlighted in two-tone gold or bronze finish. Metal base 12"x3 1/2".

**WE SAVE YOU SHIPPING COSTS . . . by shipping from both our Southern and Northern offices.**

**B & H TRADING COMPANY** c/o Beck, 30 W. 90th Street, New York 24

**Sensational! New Low Prices!**

**7-JEWEL SWISS WATCHES**  
LADIES' OR MEN'S

**\$8.25**

Genuine Swiss Movements  
Precision 7x Ball Bearings  
GUARANTEED LIKE NEW!

Ladies' or Men's in Lots of 3 or More

7-Jewel ..... \$ 8.25  
12-Jewel ..... 10.25  
17-Jewel ..... 12.25

25% deposit on all C.O.D. orders.

Gold Piled Expansion Band, 90c additional  
Beautiful Rhinestone Dial, 95c additional

**WRITE FOR New Value-Packed Catalog—ORDER TODAY!**

**Cal-Max**  
116 S. Main St.  
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**Set them UP! 7 PIECE CORDIAL**

**SENSATIONAL NEW ONE-WANTY SET**

Cleaming chrome-plated on 14K gold with a real diamond and sapphire. Holds a full quart. 5/8" in diameter. Clear etched glass. Clear etched glass. Clear etched glass. Clear etched glass. Clear etched glass. Clear etched glass.

In lots of 6 ONLY \$4.25  
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Write for New Free 1950 Catalog of Sensational New Toys and Novelties

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 Thomas, C. J. - Westler, Jerry  
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 Thomas, Roy & Son - White, Anna D.  
 Throuler, R. H. - White, C. S.  
 Tulasman, Earl - White, (Medican)  
 Tyler, Clyde - White, Fred  
 Tullin, Dave - White, Mary  
 Turck, Jimmie - White, Richard  
 Tunali, Henry D. - White, Cate F.  
 Tunnicliff, Donald E. - Williams, Vera D.  
 Turk, Billy - Williams, George  
 Turk, Tom & Thor - Williams, Robert H.  
 Tyler, Carl E. - Williams, Rudolph  
 Tysko, John Paul - Williams, William  
 Utter, Richard - Wilbur, Franklin  
 Vanden, Buddy - Wilson, Paul  
 Vancie, Jim - Wilson, Mrs. Ted  
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 Vance, Charles - Wisner, Leo  
 Velez, Lucile - Witner, Mrs. Betty  
 Vercos, Bob - Wolzak, Alex  
 Viers, Jennie - Wolzak, Benjamin  
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 Ward, George - Yarns, Mrs. M. R.  
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 Davies, John C. - Shows  
 Deane, George - Smith, James J. Jr.  
 Davis, Mrs. Maudie - (Sports)  
 Day, Blanche - Peckin, W. R.  
 Egan, Alvin W. - Peckin, Ted  
 Edwards, Giles A. - Randall, Arbia L.  
 Fadden, John - Reed, Herbert Lee  
 Fadden, James T. - Richardson, James T.  
 Fadden, Harry - Richardson, James T.  
 Fadden, Mrs. - Robinson, Mrs.  
 Fadden, Ralph - Thomas, N. B.  
 Fadden, W. H. - Tomlin, Willie F.  
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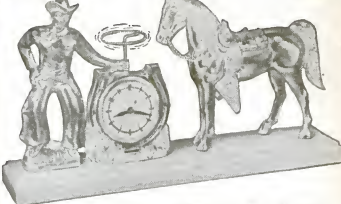
Betterly, Esther  
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WE DID IT AGAIN!!!

12" TALL  
22" LONG

12" TALL  
22" LONG



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**HORSE**

In High Luster 24 Karat Gold Plate  
 With Silver Highlights

**ORDER NOW!**

Hanger revolves larial continuously in laser, slow spin. Dependable United self-starting electric clock, manufactured under West- inghouse license. Gold- plated triming with matching silver Western trim (Cowboy Hat, Boots, Gun, Lariat, etc.).

\$150  
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 In Dax. Lets  
 Samples,  
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Knife • Fountain Pen • Ball Pen • Pencil Set

NO SPIEL NEEDED  
 BECAUSE . . .

## IT SELLS BIG

25% deposit \$6.25 per dozen  
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## PRICES CUT TO THE BONE FOR SPECIAL PROMOTIONS

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**WRIST WATCHES!**  
 \$29.95 Retail Price!

Rhinestone dials, beautiful new design. Jade model cases, 10K, 14K, yellow, recantionized and guaranteed like a new.

IN LOTS OF 6's  
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Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Blankets, Hosiery, Neosocks, Plaster Slum, Flying Birds, White, Balloons, Hats, Canset, Ball Game Articles, Slips, or Merchandise.

**Catalog Now Ready—Write for Copy Today**  
 IMPORTANT To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

# ACME PREMIUM SUPPLY CORP.

1111 South 12th, St. Louis 4, Mo.

## UNITED NATIONS DOLLS—36" tall—AUTHENTIC

Has composition arms, legs and head, painted eyes and mohair costume, stuffed body; beautiful, authentic costume of multi-colored rayon, hair style hairpieces with costume, full-length flared skirt.

Choose from these styles: Miss America, Miss France, Miss Holland, Miss Italy, Miss Ireland, Miss Scotland, Miss Finland.

\*Miss America comes in assorted colors, including bride, for dolls, \$8.00 doz.

\$4.10 ea., \$48.00 doz., \$62.50 case—(16 Assorted or Individual Dolls)

Prices F. O. B. Indianapolis. Include postage with order. 25% deposit with C. O. D. orders.

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Wholesale Distributors Since 1880  
 340-43 SOUTH MERIDIAN ST.  
 INDIANAPOLIS 25, IND.

## NOSE WITH GLASSES

No. 4019—Soft Noze, Heavy Rimmed Frames With Glass, Like—If Sells in Eight—Cash in Now.

GROSS \$7.50  
 Allow for Postage. Government Will Be Returned.

**WISCONSIN DELUXE CO.**  
 1902 No. Third St.  
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**EASTER SINGING CHICK**  
 Hottest item in the country for Easter. It sings and moves like a real chick. All you do is wind up the chick. Everbody is clamoring up with them. No larriens. Evergreen guaranteed. Each chick comes in a box with a key. No workers necessary. This is a terrific item between now and Easter.  
 \$4.00 per dozen. \$45.00 per doz. in 25% quantity. Advance will order.  
 Order placed same day as received.  
**HARRIS NOVELTY CO.**  
 Philadelphia 7, Pa.  
 Phone: RA 7-9448

**Imported Swiss Strap**  
 with 3 Push Buttons  
 Tally Time, Stop Watch, Measures RPM's, Measures Distance, "Wonder" Watch, Used in auto, motor, airplane, horse races, athletic events, a Talmeter or Chrome Plate Case or Precision made a Technometer and Unbreakable Crystal. A Attractive Gold or Large Sweep Hand, Hands and Numbers. Glass.  
**\$3.30**  
 Watch Only \$2.00  
 with 10 Sim. Rhinestones \$2.40  
 with 12 Sim. Rhinestones \$2.80  
 with 14 Sim. Rhinestones \$3.00 extra.  
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 O. O. O. Arden, 100 W. 4th St., New York, N. Y.  
 SARD WATCH, K-1474 B, with W. V. 19, M. C.



**"Lady Nelson" TABLE LIGHTER**  
 Very handsome in design and finish. Heavily weighted. 4 1/2 x 3 1/2 x 1 1/2. Lighter action. Fits a 2 1/2 x 3 1/2 tall. Fits regular size. \$10 table lighter. Individually boxed—fully guaranteed.  
**90¢** Ea. in Doz. Lots  
 Write for sample \$1.35  
 25% Deposit, Balance C. O. D.  
**DE LUKE MDS. CO.**  
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 Crying Baby \$5.75  
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**RO-LA NO. CO.**  
 Dept. B, 947 Broadway (20th St.), N. Y.

**GIANT PLYSH BUNNY**  
 36" tall—assorted color combinations.  
**\$4.00 ea.; \$48.00 doz.**  
 FR851 150 hite punchboard with every bunny purchased.  
**KIPP BROTHERS**  
 See OUR CATALOG  
 ON PAGE 9

**GIVE TO THE RUXON CANCER FUND**

# Pipes for Pitchmen

By Bill Baker

**BILL TEESE** . . . who is working New Jersey chain stores with the N. K. Norris slicer combination, reports that he's been corraling plenty of the long green with the item.

Necessity is the mother of excuses for some pitchmen.

**JAMES (KID) CARRIGAN** . . . blasts from his home in Burbank, Calif., that he's anxiously looking forward to his annual spring trek that will take him thru the Midwest.

**EDDIE KAPALKO** . . . is working Nat Morris's new slicer combination in five and dimers around Scranton, Pa., to sock returns.

Poor contracts make for slim diets.

"**I'M STILL WORKING** . . . the auction sales and it has been a bit rough in spots," scribbles Bob Foszy from Springfield, Ill. "Following are some fairly good sales that can be worked if one does not use up too much time Springfield on Fridays is good. The Glen Stanten Sales are held north of the fairgrounds on Route 4. They are day sales and better than average. The L. Gaulle sales is held each Saturday on Route 66 and this one is held early in the morning. On Monday one can make Pana, Ill., and Auburn, Ill., is good on Tuesdays. On Wednesday nights the sales are held in Jacksonville, Ill. Friday is the sales day in Colchester, Ill."

Being a novice in Pitchdom cannot long be camouflaged.

**BOB DAVIS** . . . from Dallas where he has been working ink sticks since December 3 in front of the Fields Drug Store on Elm Street to fair business. "Business was okay until Christmas," Davis writes, "and I've been making the nut since then. The gang around here

is engraving names on the sets at 25 cents extra, and 80 per cent of the customers are going that route. They also bring in other merchandise for engraving because they seem to like the personalizing idea. A showmen's party was held here February 23 and many members of the trips and keister fraternity took in the fun. Glad to hear Ed Gillespie and Mike Gunn are doing okay and that Red Davi, Big Al Wilson, Jack Murphy, Chet Nairne and Jerry Martin are getting their shares of the lucre. I know Tubby McDonald and June Kare always will make out all right. It seems that Fort Worth had only about 25 pitcheros, but then it's a good spot on the pitch. Let's have some pipes here from Tom Kennedy."

Distance lends enchantment—to some pitchmen.

**JACK RODEN** . . . is clicking with the N. K. Morris slicer combination in the H. L. Green store, Elizabeth, N. J., according to reports hitting the pipes desk.

**MURRAY BECKER** . . . a newcomer to the pitch field, is reported to be getting the geedus working the N. K. Morris Kwiki-Pi combination in the Grant store, Miami.

**STANLEY PERKIS** . . . and Marty Fay are running a string of gadget demonstrations in New York and Long Island to good business.

Famous Lat Word: "Don't worry, I send money soon."

**REPORTS EMANATING** . . . from Mobile, Ala., indicate that the city's Mardi Gras celebration, which ran from February 13-21, was one of the best ever from a standpoint of the amount of novelties sold. William (Wimpy) Walston, veteran pitchman, who has been operating in the South— (See Pipe on page 102)



**OAK-HYTEX**  
**NM-10**  
**Multi-Color**  
**HOT HANDOUT!**  
 Workers Available  
 See your Jobber  
**The OAK RUBBER CO.**  
 Philadelphia, Pa.

**Unbelievable**  
**FIRST TIME AT THIS PRICE**  
**MEANS GREAT SALES ON EVERY BLOCK**  
 Hobbyists, craftsmen, hobby men have never seen anything like the Eager Beaver Bench Saw only \$10.00. It's a new construction. Smooth rolling ball bearings, cross-cut for life. Light and portable. Handles 2 1/2 x 4 easily. Get your sample demonstrator postpaid. Enclose \$7.50 in check or money order; complete satisfaction guaranteed. Write for free literature.  
**SIERRA TOOL CO., INC. OPTS. 37, CALIF.**  
 1615 N. Vermont Ave., Los Angeles 28, Calif.

**RED HOT FAST SELLERS**  
**BIG EASTER DEMAND**  
 Get your share of big profits now. Necklars and Earring Sets only \$12.50 doz. sets. All sets are gift boxes. Cash in on this money-making opportunity now. Send full amount. We ship prepaid or 25% deposit, balance C. O. D. Samples \$1.50 each.  
**GANDURA JEWELRY CO.**  
 1211 Widener Bldg., Philadelphia 7, Pa.

**DIRECT FROM MFR.**  
**NOVELTY CIGARS**  
 Trick Cigars with harmless, non-explosive action. After burning, creates metal spring bursts. Natural appearance. **10000 CIGARS**—1016" long. 16¢ jobber—2¢ Retailer.  
 A Free Sample  
**25 W. Broadway, Room 23 NEW YORK 7**

**BIG PROFITS**  
 Own your own exclusive, profitable, easy-to-sell, 4 1/2 x 3 1/2 x 1 1/2. Lighter action. Fits a 2 1/2 x 3 1/2 tall. Fits regular size. \$10 table lighter. Individually boxed—fully guaranteed.  
**RO-LA NO. CO.**  
 203 Duane St., Brooklyn 2, N. Y.

**FIREWORKS**  
**ATTENTION, DEALERS AND JOBBERS**  
 For Lowest Prices write Today for Complete Price List.  
**MID-WEST FIREWORKS**  
 114 W. SECOND ST. SEDALIA, MO.

**MEDICINE MEN!**  
 Write today for new wholesale catalog on tooth, oil, salve, soap, catalyst, herbs, etc. LOW COST SERVICE. Write for complete Liability Insurance Card. We are Manufacturers, Wholesalers, Establishments, and GENERAL PRODUCTS LABORATORIES, INC. 127 B. Spring St., Columbus 15, Ohio Dist. 2.

**CHEWING GUM WHOLESALE ONLY**  
 Factory-Fresh—Only  
 100% Gum—No Sugar  
 Prize Pack Chicker Ball  
 100% Gum—No Sugar  
**AMERICAN CHEWING PRODUCTS CORP.**  
 4th and Mt. Pleasant Aves. Newark 4, N. J.

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 WITH IT SINCE 1907  
 ENGRAVERS OF THE ALL-AMERICAN  
 100% GUM—NO SUGAR  
 PRIZE PACK CHICKER BALL  
 100% GUM—NO SUGAR  
**AMERICAN CHEWING PRODUCTS CORP.**  
 4th and Mt. Pleasant Aves. Newark 4, N. J.

IMMEDIATE DELIVERY!

## MR. "BEAK"

That Fun Provoking, Laugh Creating, Fast Selling

# NOSE and GLASSES!!

SO LIFELIKE AND REAL LOOKING, IT CREATES A SENSATION WHEN WORN. IT'S THE HIT OF THE PARTY, and MORE IMPORTANT, IT MAKES THOSE CASH REGISTERS RING.

IT SELLS FAST, SO CASH IN NOW!!!

DOZEN \$5.00 GROSS \$54.00 3 GROSS \$52.50 GR. LOTS  
 SAMPLE 75¢ POSTPAID

TERMS: Cash, Money Order or Cert. Check With Order or 25% Dep., Balance C. O. D. Allow for postage else shipment made express. All prices for Kansas City.

**STEINBERG & CO.**  
 105 W. 9th St. Kansas City 6, Mo.

# NEWEST SENSATION!! GOOFY EGG

Plastic GOOFY EGG won't stand still unless you know secret. Best novelty to come out in a long time! One dozen to brilliantly colored counter display box. A great counter item!

\$1.80 DOZ. (Min. 3 Doz.)

JOBBERS, DISTRIBUTORS, WRITE FOR PRICES 1/3 deposit, balance C. O. D.

**CLEVER NOVELTIES**  
 305 Fifth Ave. MU 2-0326 New York City



**WACKY EGG HAS A KEVIN LOOSE**  
 IN HIS HEAD... DANCES THROUGH

# RESULTS COUNT!

Whether you spend your advertising dollar in neighborhood newspapers or in Life magazine, it's the results that count. . . .

## THAT'S WHERE WE COME IN . . .

When it comes to quick-action results, The Billboard delivers. The Billboard offers you a steady, year-round cash with order market for novelties, prize and premium merchandise that is tops in its field.

## PROOF OF RESULTS . . .

Send for the amazing story of the TALKING WOLF . . . See for yourself how, in the fall of 1949, three test ads run in The Billboard at a cost of \$311.40 pulled over \$2,700 in cash business on only one novelty item!

## CONVINCE YOURSELF . . .

THEN START YOUR ADVERTISING CAMPAIGN IN THE BILLBOARD'S ANNUAL SPRING SPECIAL . . . (see page 91) the issue that starts Outdoor Show Business off with a bang!



The Billboard,  
2160 Patterson Street,  
Cincinnati 22, Ohio

Gentlemen:

Rush my copy of the amazing story of the TALKING WOLF.

Company Name .....  
 Individual .....Title .....  
 Address .....  
 City .....State .....

**FOR APRIL FOOL DAY AND EVERY DAY**



**America's Fastest Selling Novelty Assortment!**  
Now contains 53 quick moving 100 sellers, 10 different items such as Trick Matches, Pocket Matches, Laughing Pictures, Matchboxes, Matchers, Clarinet Leads, Snow Storm Tablets, Sitter Clock, Hot Clock, 20 Cards in case, etc.  
Write for our regular novelty jobbers cannot supply you write me for address of nearest distributor.

**JOBBERS! Check your stock on this and all our fast moving joke items. GET SET FOR APRIL FOOL DAY NOW!**

**LYLE DOUGLAS**  
140 W. Davis Dallas & Texas

**PIPES**

(Continued from page 100)  
ern city for several years selling hats, canes, balloons, confetti and varied noise makers, said that the crowds spent nearly \$250,000. He said that four wholesale houses, one of which he operates, reported that their business was doubled that of 1948. He added that 100,000 pounds of confetti alone was sold. Every doorway in downtown Mobile, he said, had been leased months in advance of the celebration, and numerous out-of-town pitchmen and local novelty salesmen were on the streets during the many parades held during the event's run.

Don't let your stand become as misleading as a gal leaving a beauty parlor.

**THE HOSBERGS . . .**  
Glenn and Marcia, are working Fort Worth to okay returns. Glenn has been seven persons working, and their next stop is San Antonio. It's reported that the recent fire in the H. L. Green store, Dallas, put a big dent into Glenn's stock.

**SIDNEY BERNSTEIN . . .**  
is reported to do a hand-office business purveying gadgets at the Million Dollar Pier, St. Petersburg, Fla.

Outdoor season soon will be under way in full blast.

**THE RAGAN TWINS . . .**  
Mary and Madaline, have been wintering in Arkansas, where they own and operate a tourist camp, souvenir shop and motel between Little Rock and Benton. They are currently purveying figurines at the MacLellan store in Little Rock where they have been located for the past four weeks and are booked solid over the MacLellan chain. They're also being plied at sales days around their head-

quarters. During the past several months the Ragan hospitality has been extended to many notables, including Harry Blackstone, Lon B. Ramsdel, Mr. and Mrs. Doc Lance. Dick Karpis, former heavyweight wrestler with Crafts 20 Big Shows, is managing the tourist camp division of the Ragan enterprises.

**Jerry the Jammer says:** "He jotted so many spots outside the city limits last summer that he now feels like he's a real suburbanite."

**ANYONE KNOWING . . .**  
the whereabouts of Christine Wilde, widow of David Wilde, widely known New Orleans pitchman, is asked to have her contact her father-in-law, Honest Frank Wilde, who is making his home at 1028 Jackson Avenue, New Orleans. He would also like to know the whereabouts of Winslow V. Wilde.

**JIM BROWN . . .**  
the circus clown, is demonstrating Easter and circus mechanical toys around Trenton, N. J. Brown is mulling the idea of opening a complete toy store in Trenton in addition to operating a mail-order department. He says that all are looking forward to the big upswing in construction work slated for the city.

The pitchman seeks bigger and better items—but too many times without enough will power.

**STEVE TAKACS . . .**  
was sighted working the W. K. Morris combination slicer set in New England territory recently to good returns.

**MARTY ROBBINS . . .**  
gadget worker of note, is in Chicago celebrating the arrival of another granddaughter, born on Valentine Day. She is celebrating opening a

small gift and gadget shop in the Windy City.

The successful pitchman never forgets that he owes a great deal of consideration to his profession and those engaged in it.

**JOHNNY MCCANNON . . .**  
is working the Boston Sport Show with Kwiki-Pi sets to big returns.

**LEE YONDELL . . .**  
and wife are in Dallas readying their stock and equipment for their annual spring and summer show.

**NEW LOW PRICE!**

**MERMAID PENCIL**

A floating eraser appears when mechanical pencil is painted upon surface. The eraser is a special extractive pencil—sells like hotcakes at 1¢ each!

Doz. . . \$6.50 Gr. . . \$7.00

**BENGOR**

**NOW READY FOR FAST DELIVERY!**

Doz. . . \$7.20 Gr. . . \$8.00

Jackey Ash Trey Silver (100) . . . \$18.00  
Bouncing Lory (100) Item . . . 7.20  
1000 Magic Eye (100) . . . 10.00  
Twinkle Snow Lights and (100) . . . 4.00  
25¢ Deposit With C. O. D. Orders.

119 7TH AVE.  
NEW YORK 3, N. Y.

**GENUINE SWISS 2 BUTTON CHRONOGRAPH**

Guaranteed True

\$3.75

lots of each  
Centred pointers to start and stop  
Swiss made case, leather strap, 2 tone, steel, . . . \$5.15

**BRAND NEW GENUINE SWISS—7 JEWEL SWEEP SECOND**

Modern 899. Removable case. Removable link. Unbreakable crystal lens. Emerald quality sapphire crystal. Superior leather. \$5.75

25¢ Deposit on C. O. D. Orders.  
Send for big catalogs of fast selling items.

**World Wide Watch Co.**  
181 Canal St., New York 13, N. Y.

**SPECIAL 12 OR 16 SIZE ELGIN-WALTHAM**

**BRAND NEW CHROMIUM CASE**

Reconditioned Mov.

7 Jewel \$8.00  
15 Jewel \$10.00  
17 Jewel \$12.00

All Watches Complete or Minimum Order \$5.00  
25% Deposit, Balance C. O. D.  
New York, N. Y.

**IRVING BERK** 143 W. 45th St., New York 10, N. Y.

**POCKET PISTOL LIGHTERS**

Japanese Chrome Plated, Individually Boxed. Limited quantity available. Write for \$12.00 Price. Postpaid.

25% deposit and order, balance C. O. D.

**B. BONNEWEISER** Brooklyn 29, N. Y.  
Telephone: DEWey 7374

**Flash! New Three-Star Set**

& Fountain Pen & Pencil & Ball-Point Pen in Deluxe Velvet Pouches Gift Box. Write for New Low Prices. Sample 75¢.

**ARGO PEN-PENCIL CO.**  
230 Broadway New York 7, N. Y.

**Store Route Loan PAYS BIG MONEY**

Built cooperative business for you. Call on dealers of all kinds. No advertising expense. No stock. No other investments. No 40 day pay plan. Free book gives facts. Write for prospectus.

Ward's Products Co., Dept. B-S, Spencer, Ind.

**EARL BRD CATALOG READY**

Write for your copy—state your business

**GET THESE EASTER ITEMS EARLY**

MA223—Rit Egg Dye Cabinet, 36 pkgs. . . . . \$2.09  
MA877—6" Plush Rabbit, Each. . . . . 1.10  
MA878—12" Plush Rabbit, Each. . . . . 1.45  
MA886—18" Plush Rabbit, Each. . . . . 2.10  
MA875—Shredded waxed paper, Easter Grass Green or Purple, 5 lb. carton 1.40  
MA491—Woven split Bamboo Paper Baskets, small sizes, nested. Doz. . . . . .40  
MA8781—Woven split Bamboo Easter Baskets, medium sized, nested. Doz. . . . . .90

Be sure to send postage and 25% deposit with C. O. D. order

**LEVIN BROTHERS** Established 1886  
TERRE HAUTE, INDIANA

**JOBBERS — DISTRIBUTORS ORDER EASTER STUFFED TOYS NOW!**

- ◆ 236—3 1/2" Jumbo Beeping Rabbit, 14-gauge, even plush, emat. color. \$36.00 Dz. SAMPLE . . . \$3.75 Ppd.
- ◆ 237—12 1/2" Running Rabbit, white real lambs skin, 10 1/2" dz. SAMPLE . . . \$1.75 Ppd.
- ◆ 238—10" Real Beeping Rabbit, white real lambs skin or maize. \$18.50 dz. SAMPLE . . . \$2.00 Ppd.
- ◆ 241—12 1/2" Real Beeping Rabbit, real rabbit skin, 10 1/2" dz. SAMPLE . . . \$2.00 Ppd.
- ◆ 242—12 1/2" Running Rabbit, white real rabbit skin, medium trimmed. \$18.50 dz. SAMPLE . . . \$3.75 Ppd.

SEND \$10.00 and receive ALL FIVE SAMPLES POSTPAID!  
25% deposit required. Balance C. O. D. if not postpaid.  
Send for full catalogues and price lists. Write for Easter line and Jobber's Set-Up. CATALOGUE Choice Terrifying Game.

**ACE TOY MANUFACTURING CO.**  
Manufacturers of Fur Stuffed Toys

**WRITE FOR OUR NEW CATALOG—JUST OUT**

Be sure and mention line of business

**MIDWEST MERCHANDISE CO.** 1010 BROADWAY KANSAS CITY, MO.

**ATTENTION**

Jobbers, Distributors & Punch Board Operators

Our combination Easter Rabbit on 4 Cigarettes Babbit, 3 1/2" Rabbit and 3 1/2" Rabbit, 3 1/2" Rabbit and 3 1/2" Rabbit, 3 1/2" Rabbit, 1,000 5¢ board which have over 64 pieces of Cigarettes for 87.5¢. 100% reduction in cost (lots).

PPD. \$6.00  
25¢ deposit with order, balance C.O.D. Write for Circular.

**PHOENIX TOY & NOVELTY CO.**  
531 FULTON ST. NEW YORK, N. Y.

**MAGIC LIGHT BULB**

Sensational novelty that sells like hotcakes. 25¢ per doz. NO VISIBLE WIRES, bulb made of 100% light bulbs in your hand.

Sample, \$1.00.  
Wholesale, \$2.00 per doz.  
Remit Full Amount With Order or 25% Deposit and Balance C. O. D.

DEALERS: Write wholesale prices of FAST BEATING tricks and jokes.

**D. ROBBINS & CO.** New York 10, N. Y.

**SUPER VALUE, \$3.00 DOZ.**

14 Kt. G.P. Rod Center or All Brilliant White Stones.  
Deposit With Order.

**RAY BAR CO.**  
862 Broad St. Providence, R. I.

**STARTS YOU IN BUSINESS**

INTRODUCTORY OFFER—Send only \$1.00 for 2 fine quality pens. Give us your top 4 or 5 \$1.00 values direct from manufacturer for \$2.25 per doz., your cash profit \$4.80 per doz. Regular \$1.50 and up quality pens. No advertising expense. Free expert workmanship. Lines at both ends. 100% well investing. Money-making opportunity supreme. Act now!

**FULL**

20 W. 22nd St., Dept. E-107, New York 10, N. Y.



## SALESBOARD SIDELIGHTS

Irwin Secore. Secore & Secore, Chicago, reports customers are still rooting for the \$25 Ringer self-load board. A recent introduction, the number hit a silver sales trail right on the heels of its release, and continues to edge upward in acceptance. Irwin avows. . . Sam Feldman, sales manager at Harlich Corporation, Chicago, tells of the new broadside to be out shortly. It will include mention of 30 different merchandise boards along with the latest Harlich money boards, Sam says. The presentation will be sent to all customers on the firm's mailing list.

Casey Company, Inc., Chicago, has a new salesboard premium which is

### RSROA GETS IN

(Continued from page 89)  
detrimental to our business, forcing many operators to lose their entire investment in the line of patronage.  
"The patronage of roller skating rinks consists of 90 per cent juveniles and teen-agers. The burden of 20 per cent tax on skating admissions has proven too much for their limited allowances; therefore, depriving them of needed recreation.

"We roller skating rink operators are highly concerned with our business, plus welfare of youth, and are taking every precaution by properly supervising the conduct and maintenance of our rinks to provide a good clean atmosphere and to see that the child enjoys this healthful recreation. That is why we are highly interested in requesting that this tax burden be eliminated, and recommend for your consideration the removal of the 20 per cent admission tax from roller skating. We do not believe the elimination of admission tax on skating arenas will affect the income of excise tax revenue more than 1 1/2 per cent, based on total amount of all admission taxes collected in 1948 as compiled in your statistics in Public Affairs Bulletin No. 72, July, 1949, showing a total amount of \$464,127,037. However, we are not asking the removal of the excise tax on skating equipment purchased by the rink operators. Therefore, you can see that we are not asking for total excise tax relief as affecting the roller skating business.

#### Lift Tax; War Over

"In closing, may we call to your attention these facts: Roller skating is not an amusement; it is a healthful, recreational, participating sport. Although this tax was imposed upon us during the early days of the war, and even when we thought there was unjust, we fully realized and felt that our patriotism was more important at that time; therefore, did not protest. However, this is now 1950, and there has been over since 1945. Therefore, we, the Roller Skating Rink

expected to find a wide niche in the field. Called Bi-Bye-Baby, it is a true-to-life size and appearance baby, with wrinkled and red skin realistically flesh-like. The 2 1/2-inch doll also cries like a new-born baby. Officials are featuring it as a top salesboard operator package.

Gardner & Company, Chicago, reports the addition of new production equipment to further increase its output. New to the market and presenting novel player-appeal ideas, are making new production peaks possible. Among the new sales stars are Good News, quarter punch; Double Up, dime play, and Double Shot Winners in 10 and 25-cent play. Charles E. Leedy, registered sales manager, and his wife, were the reasons for the testimonial cocktail party given by Gardner-ites in the eve of their leaving for California. Leedy will take up the post as West Coast sales manager when he winds up a two-month vacation. He will cover Idaho, Montana and Utah.

Tic Toc Manufacturing Company, Omaha, is pushing a special offering of a 15-board line, ranging in punch price from a nickel to \$1. It is stressing on the dot delivery of all orders.

From Muncie Novelty Company, Inc., Muncie, Ind., comes word of a new line of amusement. H. M. Shoemaker cites demand for his firm's pullboard, can, jar and carded deals, along with good movement of seaweed tickets, bingos and its line of boards.

#### Roy Galentine, Galentine Novelty

Operators of America, petition your Committee for full relief."

Victor J. Brown also presented the view that skating has suffered a discrimination in comparison with other sports, to the disadvantage of the lower income groups.

"We feel that the admission tax represents the difference between a prosperous, healthy economy in the roller skating rink and related manufacturing businesses, and jeopardizing the existence of these enterprises, and works an unfair discrimination against rink operators as compared to other participating sports, such as bowling, skiing, golf, tennis, etc. Although bowling and skiing are generally recognized as the largest participating sports, surveys indicate that roller skating during a period of good patronage is generally comparable as to the number of participants. This discrimination is aggravated by the fact that the sports mentioned above are largely patronized by people of ample means without paying an admission tax. Roller skaters, less able to pay such a tax, alone are assessed.

"We further feel that a well-conducted roller skating rink, with adequate facilities, which can care for its patrons and make a reasonable profit at a 50-cent charge, provides a valuable adjunct in any community. It keeps children off the streets; provides healthy, supervised recreation, with assurance to the parents of knowing where their children are what they are doing, with little likelihood of getting into trouble."

Brown suggested the view that the subsection of rink business to the admission tax may be a dubious interpretation of the law.

"In conclusion," he said, "I want to point out to this committee that the application of the admissions tax to a roller skating rink, and not to a bowling alley, ski-drome, golf course or tennis court, from my understanding of the law, is an extremely technical one of words in the law. In that the mechanics of operation do not require collection of the charge in a way which can be interpreted as a charge for admission as distinguished from a right to make use of the facilities provided. We do not provide entertainment; we merely make facilities available for recreation in a healthy sport."

Company, South Bend, Ind., is entering over the nice rate of activity in the ticket business. He still points to the firm's Lucky Lulu jar deal as leading example of the type ticket item in demand. . . D. L. Gruhn, Thomas A. Walsh Manufacturing Company, Omaha, reports the company's "composite boards," which are made up of the best features of preceding "hit" numbers, are going along fine sales-wise.

Bill McNamara last week appointed an Eastern sales manager for the McNamara Company, Chicago, and announced that the firm's newly developed concession plan of board operation for operators was meeting with success. This is true even where boards are being sold by many jobbers, he states. A special detailed release, describing the new system, is being sent to all customers and is also being sent as a mailing piece to interested parties, according to Bill Bolstering. McNamara's new board policy are the varied types of new insert pellet boards now being introduced, suitable for "any and every type of location," so chorus the McNamaras, Bill, Walter, Jack and Philip. Currently, the company is expanding its sales force and appointing new representatives almost on a weekly basis.

Bill, just back from a five-week Northeastern tour, is setting out on an extended Southeastern jaunt. In addition to the sales contacts made during the trips, Bill declares they are also valuable because of the many new board ideas given by operators and jobbers whom he has met.

Nate Rake, of the Rake Coin Machine Exchange, Philadelphia, reports the outlet is now stocking the complete Superior Horse Board Line, including Big Feature, Racer Special, Moose Money and New Roddo. The boards range in play tabs from 5 to 25 cents.

# in a hurry..

WE HAVE IN STOCK  
FOR IMMEDIATE DELIVERY

## SUPERIOR'S FAMOUS HORSE BOARDS

Including

RACING SPECIAL.....	5c
BIG FEATURE.....	10c
MOOSE MONEY.....	25c
(5 Numbers on Ticket)	
NEW RODDO.....	25c
(15 Numbers on Ticket)	

WE SELL AT FACTORY PRICES  
TO OPERATORS AND JOBBERS ONLY  
STATE YOUR BUSINESS

**RAKE COIN MACHINE EXCHANGE**  
609 SPRING GARDEN STREET  
PHILADELPHIA 23, PA.

ATTRACTIVE  
and UNUSUAL

# PUSH CARDS

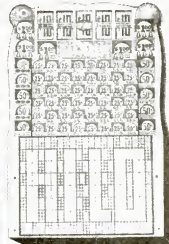
Designed and  
Manufactured by

## RAY MERTZ & CO.

525 S. Dearborn St., Chicago 5

# OPERATORS DREAM

## COIN FILLED BOARDS



**10¢ PLAY MCCOY**  
1792 HOLES

Takes in .....	\$179.20
Payout .....	\$106.00
PROFIT (Definite) .....	\$ 73.20

**10¢ PLAY HI-LO MCCOY**  
1344 JUMBO HOLES

Takes in .....	\$134.40
Payout .....	\$ 73.00
PROFIT (Definite) .....	\$ 61.40

### Salesboards—Bargains

400 8¢ Jumbo Lulu .....	Prof. \$125.00	\$ 69
300 75¢ Charlie .....	Prof. 50.00	\$ 49
100 10¢ Nickel Cherry .....	Prof. 10.00	\$ 39
1400 5¢ Barrel .....	Prof. 35.00	\$ 29
100 10¢ Barrel .....	Prof. 35.00	\$ 29
100 10¢ Lulu .....	Prof. 10.00	\$ 19
1000 25¢ Cherry .....	Prof. 80.00	\$ 59
1000 75¢ J.P. Texas Charley, Seal	102.00	\$ 28
1000 10¢ 100 St. J.P. .....	Prof. 25.00	\$ 20
1000 5¢ Up to Girlie J.P. .....	Prof. 40.00	\$ 40
1000 25¢ Brick Business .....	Prof. 60.00	\$ 79
3000 5¢ J.P. Barrel .....	Prof. 42.00	\$ 174
1000 5¢ J.P. Barrel .....	Prof. 42.00	\$ 174

DELUXE SALES CO., Blue Earth, Minn.

**WE ARE MANUFACTURERS**  
**All Kinds—PULL TICKET GAMES**  
**• TIP BOOKS •**  
Buy Direct From Manufacturer at Very Low Prices  
—Columbia Sales Co., Inc.—  
1, 303 MAIN ST., WHEELING, W. VA.  
Phone Wheeling 24

**Money Boards**  
LOWEST PRICES  
**HENRY H. LANSMAN**  
439 W. 9th Road Philadelphia 26, Pa.

Write or Wire for Prices  
**H—SALES**  
LITCHFIELD, ILL., Phone 127



# STRIKES COIN IN INDUSTRY

## Loop Promosh Pays Off:

### Milwaukee Shuffle Game League Hits Jackpot as 5,600 Players Participate in February Meeting

By Benn Ollman

Game operators in the Milwaukee area are agog these days at the success and finesse with which the Mitchell Novelty Company, headed by Joe Beck, has successfully promoted the first month's cycle of the Amusement Alley Association Shuffle Alley Tournament. Run on a city-wide basis, the contest attracted 5,600 entries in 150 locations, with the enthusiastic participants yelling for more of the same when the tournament ended.

Entry was free and prize money totaling \$1,000 was awarded 46 winners. First prize for highest three-game total brought \$250, and there were cash awards for single high

game and high three-game series. Players were allowed to enter as many games as they cared to play as long as all games were played at an official Amusement Alley Association location and the score sheets were verified by the location owner's signature. The finals were conducted before large crowds under the super- (See Milwaukee Shuffle, page 130)

## United Holds Distrib Meet In Chi; Air Sales Policies

CHICAGO, March 4.—Distributors of United Manufacturing Company products converged on Chicago for a sales and policy meeting held Tuesday (28) at the Sheraton Hotel. Distributors were asked to be here a day early, with the United officials having a dinner party at the Imperial House and a party at the Chez Paree the same evening.

Representing United were Lyn Durant, president; Herb Oettinger, comptroller; Billy DeSelm, sales manager; Ray Riehl, Ray DeRoche, John Casola, Henry Dabek, Paul Federman, United road man, and H. F. Fennison, West Coast representative.

Distributors in attendance included Sam Tarun, Miami; Lou Wolcher, San Francisco; Charlie Grossman, Evansville, Ind.; Harry Rosenthal, Pittsburgh; Al Antoinette, Rockford, Ill.; Norwood Veitch, Charley Kagle and Tony Koupel, St. Louis; Wolf Solomon, Columbus, O.; Sol Weiss, Cleveland; W. A. Richardson, Columbia, S. C.; Al Knowles, Salt Lake City; J. G. Koers, Rapid City, S. D.; Frank Page, Roanoke, Va.; Bill Marmer, Cincinnati; T. B. Holliday, Charlotte, N. C.; and Harry Rosenberg, Baltimore.

Also on hand were Dave Simon, New York; Al Rodstein, Philadelphia; Tony Manzari and Tony Couca, Phoenix, Ariz.; S. Dickson Johnson City, Tenn.; R. B. Williams, Dallas; F. A. Blalock, New Orleans; Herman Paster, St. Paul; Alan Nilva, Omaha; Ed Newell, Memphis; Frank Schwarz, Nashville; Walter Roberts, Denver; Carl Heitzel, Kansas City, Mo.; Irv Sandler, Des Moines; Joe

## Mrs. Forced To Cut Work Week; Shipment Curtailed To Reps; Grosses Dwindling

See Slow Recovery as Effects Spread to Other Fields

CHICAGO, March 4.—The coin machine industry this week felt the full blast of the nationwide coal strike situation with everyone from the operator to the distributor and manufacturer affected. Plants turning out amusement, vending and music equipment were partly crippled by the cut in power, and shipments of equipment were curtailed in all areas. Operators were in perhaps the most difficult position. Not only were locations closing earlier, cutting down their power and serving ever-decreasing number of patrons, but widespread layoffs in industrial areas cut grosses drastically. Most important factors in the picture as the week drew to a close, however, even should the coal strike end, was recovery to near normalcy. Shortages were developing all down the line.

Practically every manufacturing plant in the coin machine field has been affected. Here in Chicago, plants effective this week, were forced to cut their power use 27 per cent. To many firms this meant a three-day work week, to others a reduced daily working schedule wherein assembly lines were shut down as early as 2 p.m.

Examples of the steps taken by the manufacturer showed Stroer working a three-day week; the J. P. Seeburg Corporation working until its power limit had been reached, thus reducing its full work week considerably, and D. Gottlieb & Company shutting down its plant at 2 p.m. daily but working thru the week. These plans, with some variations, were being put into effect in practically every plant in the city.

Distributors in many parts of the country reported stock on hand down to the barest essentials and deliveries nil. Wurlitzer reps, awaiting their first quantity shipments on the new 1250, were especially hard hit, most of them having written orders during the showings last month, and having promised deliveries early this month.

Like all merchants in every industrial area, operators of coin machines were facing a bleak immediate future. Each day as the strike continued the effect on industries took on a wider scope. Steel workers by the thousands were forced out of the jobs and coal shortages. And as the daily pay stopped, locations darkened.

Disturbances from various sections (See Strikes Smack on page 119)

## Name Gruebert Head of A. B. T. Eastern Office

CHICAGO, March 4.—Designed to step up service to coinmen in the East, A. B. T. Manufacturing Corporation (A. B. T.) opened a branch office at 17 East 42d Street, New York, R. L. Budde, assistant to the president, announced.

The office will be under the direction of George H. Gruebert who has been associated with the amusement game, vending, and music machine industry for 20 years, mostly in New York State.

Budde emphasized the New York office will handle inquiries originating in the East on all A. B. T. products and services. He added that all firm products will be on display there.

## Trade Groups To Take Part In CMI Show

### Mexican Rep To Attend

CHICAGO, March 4.—Representatives of five trade associations have notified the Coin Machine Institute (CMI) that their members were planning to attend the 1950 CMI Convention and show at the Hotel Stevens, June 26-28. At the same time John Pickering, CMI director of public relations, announced that almost two-thirds of the exhibit space had been set aside for firms indicating (See Trade Groups on page 130)

## Dan Brennan Joins General Sales Corp.

### Firm Celebrates 25th Year

BALTIMORE, March 4.—Daniel P. Brennan, well known as an operator, distributor and manufacturers' representative, has joined the sales staff of General Vending Sales Corporation here. Irv Blumenfeld, president, announced the appointment.

Brennan entered the coin machine business with Wolf Sales Company, Denver, later was affiliated with the Chicago Simplex Distributing Company and managed offices for that firm, including one in Baltimore.

Leaving Simplex, Brennan went into the operating business in Maryland until 1946 when he became regional sales manager for the Aireon Manufacturing Corporation. He represented Aireon until that firm ceased production. (See Brennan Joins on page 130)

## 5 New Firms Join ACMMA Show Parade

### 96 Booths Sold, 20 Remain

CHICAGO, March 4.—With 96 booths contracted for 20 are still available for the American Coin Machine Manufacturers' Association (ACMMA) 1950 all-industry exposition, Edward Bowman, ACMMA director of exhibits, announced yesterday (3). The show will be held at the Hotel Sherman here May 22-24.

Five additional firms signed this week: Brookie Corporation, Chicago (coin changer); Bert Mills Corporation, Lombard, Ill. (hot coffee vendor); Globe Distributing Company, Chicago (coin counters and sorters); Breuer Electric Manufacturing Company, Chicago (Tornado portable electric blower and vacuum cleaner), and Teleguz Corporation, Chicago (amusement games-teleguz machine).

Grant Shay, show publicity chairman, pointed out that exhibitor response to the convention emphasizes the need for a national coin machine convention which takes in all phases of the industry. Thus far the ACMMA exhibit list includes music and vending machines, coin changers, five-ball, one-ball and shuffle games, shuffleboard, consoles and bells.

## D. C. Arcades To Profit From Bldg. Program

WASHINGTON, March 4.—The impending transformation of Washington's skid row, lower Ninth Street, into a local Broadway appears certain to have a stimulating effect on the half dozen coin arcades in the vicinity. The Gayety, a former burlesque theater, has undergone a complete face lifting and is presenting (See D. C. Arcades on page 130)

# Bulk Ops Air Improvement Vendors

## Non-Corrosive Parts Are Prime Want; Just No Real Need for Slug Protection

Also Want More Easily Cleaned Units, Streamlined Design

By Dick Schreiber  
CHICAGO, March 4.—General use of non-corrosive materials for those parts which come in contact with confections in bulk vending machines would be the greatest single improvement bulk vender manufacturers could make in their product. That at least is the opinion of most of bulk operators participating in a survey conducted by The Billboard Publishing Company.

The survey, in which 455 operating companies took part, also pointed up a difference of opinion on the problem of slugs and slug protection in cent bulk machines.

This is the last of two articles outlining suggested improvements vending machine operators believe equipment and supply manufacturers could make. The first article, which appeared last week, dealt with suggestions for cigarette suppliers and machine manufacturers.

Operators do not enlarge on their suggestion that bulk machine makers make more general use of non-corrosive parts, but on the question

## Searles Sets Production on Kalva Vender

Follows 17-Month Test

CHICAGO, March 4.—Following 17 months of location testing and design refinements, Searles Manufacturing Company announced this week that production models of the 1950 Kalva 3-Way Selective Bottle-Carton Dispenser were coming off the line, with the first 20 machines already completed. Walter Ashton, general manager, reported initial output was five units a day, with a hike to 20 as soon as steel supplies warranted. Maximum capacity with present facilities is 50 units a day.

The new Kalva vender, described by Ashton as "three vendors in one," offers three separate coin and conveyor units, with the former now relocated on the exterior of the cabinet so as to facilitate servicing, eliminate any tendency to "slicing" and "roasting." Along with the refrigerating unit, the conveyors and coin mechanisms are set up as package units and may be removed and replaced without disturbing other component parts.

The conveyor units have been redesigned and simplified; now are able to carry any standard size bottle from one-third, one-half pint to the 12-ounce "steinnie" type soft drink design. For cartons, a special conveyor may be used in conjunction with the standard unit, making the machine a carton-bottle or all carton vender. Too, on three separate

(See Searles Sets, on page 31a)

of slug protection they presented varying points of view.

Since enactment of the Federal Anti-Slug Act (1944), making the use of slugs in venders a misdemeanor (See Bulk Ops Air on page 109)

## Cooled Sandwich Venders Tested on Jersey Route

NEWARK, N. J., March 4.—The Jersey Milk Vending Company here is making strides toward the long sought goal of a complete in-plant feeding service thru coin-operated merchandising. With lack of purchasable equipment the major bar to expansion in this field, the company has sidestepped the obstacle by building more efficient conversions of old cigarette machines that now serve a variety of refrigerated sandwiches.

Still experimental, the sandwich phase of the operation is being run out a test program that is not due to end before December. By that time it is hoped that solutions to the problems unique to refrigerated food vending will have been worked out.

Rowe Subsidized  
Jersey Milk, headed by John Shannon, is a Rowe subsidiary and works out of the headquarters at North Jersey Cigarette Sales, Inc. The milk route is the largest controlled by Rowe and has figured as a proving ground

## Nickel Stretchers

LANCASTER, Pa., March 4.—Trying to go the plug users one better, would-be nickel savers have turned up with some ingenious devices to beat Lancaster's nickel-initiated parking meters. But, as nearly always, they turned out to be victims of their own devices.

Louis G. Milan, resident traffic engineer, reported about a dozen parking meters were put out of commission by such devices as jamming toothpicks in the coin slot, coating a penny with chewing gum and inserting the penny, and cementing a bobby pin to a penny.

For the parent company's expansion into food-product vending. The Jersey Milk sandwich machines were converted in the company's machine shop, one of the best equipped in the area. It was indicated, also, following completion of the extensive test, the Rowe plant in Whippany, N. J., would place the use in production.

In its present form the vender retains little more than the bare shell of the original cigarette vender. The vendor mechanism has been rebuilt to stock sandwiches in five columns. The refrigerating assembly is housed in the base of the machine, with cooling coils threaded behind the merchandise columns. Insulating material lining the vender keeps the interior temperature at 40 to 50 degrees.

Six Already Placed  
Such machines have been placed to date. The most recent, installed this week, is serving students at Upsala (See Cooled Sandwich on page 110)

## Western Vending Ops Discuss Commissions, Taxes at Meeting

LOS ANGELES March 4.—Location commissions occupied the discussion spotlight during the monthly meeting of the Western Vending Machine Operators' Association (WVMOA) here Tuesday (28). Payment of a 25 per cent commission by some operators was the "bone of contention," one group claiming that to go over the accepted WVMOA 20 per cent standard was a violation. Proponents of the 25 per cent rate stated competition "from some operators using any means to obtain a location" had to be met.

President M. I. Slater, presiding at the meeting, reported the commission question was settled when the majority of operators agreed on more basic means whereby locations could be obtained. The solution was an old saw, but one realistic and workable. Members agreed that an operator who keeps his equipment in top shape maintains personal contacts, replaces older machines and will not have to "worry about competition."

Tax Talk  
Remainder of the meeting was taken up with tax developments. Slater cited his attempt to obtain a ruling from the board of equalization on the vender tax. At present, he said, each board representative appeared to have a different view of the laws pertaining to automatic merchandising.

A committee from the board would eliminate many misunderstandings, be pointed out.

It was agreed to see if the board would allow the use of vending supply companies as a basis for the tax on a percentage. Some operators, it was declared, have been allowed to use this method while others have been denied the privilege. The clarification of this ruling is Slater's aim.

A new city ordinance in Fullerton, calling for a \$6 annual tax per machine, also was discussed. The ordinance makes the location owner liable for the license. The Redondo Beach tax of \$2 per machine annually was also brought up at the meeting.

One operator reported that when a license sticker fell off one of his machines in a neighboring town, he had to say another fee in spite of the fact there was record at the city hall showing he had paid his license. The attitude of the local license inspector, according to the operator, was that there was no way of knowing for which machine the license had been originally purchased.

Members attending the meeting included Vice-President J. C. Fruner, Secretary Robert Leidencker, Parke Hammer, Robert McNaughton, R. E. Leland, Pete Kenny, Preston Coombs and others. The next meeting will be held March 28.

## Revco Stops Cup Ice Cream Vender Output

Developing 1951 Model

DEERFIELD, Mich., March 4.—Production has stopped on Monomat and Duomat cup-type ice cream venders by Revco, Inc., and the firm will temporarily discontinue its vending line to concentrate on commercial deep-freeze boxes.

G. F. Forsthoefel, president of Revco, said the firm, the oldest manufacturer of ice cream venders, is definitely not abandoning automatic merchandising and is now at work developing a new ice cream vender with an eye on the 1951 market.

No details will be released on the contemplated machine. Forsthoefel said, until later this year. Asked what he felt the machine should feature, Forsthoefel commented Revco's ice cream machine had to be selective, universal, simple and less expensive. Since neither the single nor double-flavor machines met the bill, the firm decided to suspend production until it could engineer a machine to do the job.

Cancel Distributors  
The firm's distributors, appointed 18 months ago when Revco switched its selling methods from direct-factory representation, have been notified of the decision to suspend production.

There is practically no inventory of new machines either at the plant or on distributors' floors. Forsthoefel said the firm's machines now on location will continue to be available.

With Revco's move, no firm is currently producing and marketing a cup-type ice cream vender, since the remaining manufacturers in the field concentrated on bar and/or sandwich venders. Forsthoefel said that Revco's research in ice cream convinced them that their next machine should be

(See Revco Stops on page 110)

## Chi Clears Pkg. Food Venders; Bulk Due Next

CHICAGO, March 4.—Following a series of conferences between Chicago health department officials and representatives of the National Automatic Merchandising Association (NAMA) this week, several definite conclusions regarding regulation of food vending machines were adopted.

The board, at its February 27 meeting, adopted the recommendations submitted by the chief of the food inspection section. These were the vending machines dispensing in a p p e d or packaged foods not requiring refrigeration presented no sanitation problems and should be approved with no reference to any set of standards.

Tentative regulations governing bulk food and drink venders are still being discussed. According to Fred Brandstrader, NAMA's legislative counsel, these regulations will most likely reach a form acceptable to both sides prior to the next meeting of the board of health Monday (6).

Three machines were approved, by type, at the February 27 meeting. They were the Stoner candy vender, the Alcoa-Derec and the Alcoa-Derec refrigerated sandwich vender.

## Brief and Important

### Late Digest of Coin Machine News

#### Sreedeen Buys L. A. Route

Phil Sreedeen has bought the Louise Drury vending machine route of 170 locations in Los Angeles. In business 17 years, the Drury route was one of the oldest in the city. Sreedeen, who has been in the vending business five years, is replacing all Drury equipment with 500 new Acorn vending machines. The deal, including replacement of machines, will run approximately \$15,000, Sreedeen said.

#### Kentucky House Okays New Tax

By a vote of 82 to 2, the Kentucky House February 24 passed a bill taxing coin-operated machines. The bill, now going to the Senate, would repeal and re-enact the present tax which has been declared unconstitutional by a circuit court. The present tax is still being collected, as a formal court order has not been entered.

#### David New Hines Company Prexy

Edward W. David was elected president of the Charles E. Hines Company last week. David has been associated with Hines since 1920 and had been a vice-president since 1943.

## Watch My Dust

ROCHESTER, N. Y., March 4.—Automatic shiners are being installed by the Eastman Kodak Company for use by employees. With dust brought into the plant an ever-present hazard to precision work, workers will be asked to wear their shoes a thoro brushing before reporting for duty.

Twenty of the machines were sold to Eastman by the Uneda Shine Machine Company, of New York.

## B. Mills Corp. Ships 200-Cup Java Venders

LOMBARD, Ill., March 4.—The Bert Mills Corporation made initial shipments of its new 200-cup Coffee Bar vender this week, following completion of the first 10 machines. Vice-President Herbert Chadwick announced.

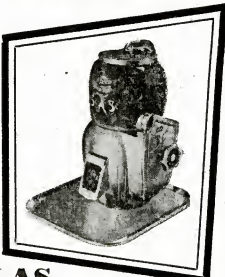
It is planned to produce 200 of the Junior Java models this week; a corresponding increase in output will follow next week and sustained production thereafter. To date 98 percent of orders for the new unit specify inclusion of the coin changer, which increases the delivered price from \$394 to \$434, Chadwick said.

The 200-cup model, conceived from operator suggestions during the National Automatic Merchandising Association (NAMA) convention last November, is essentially the same mechanism as the larger 600-cup capacity model. The face front of the small model is maroon, while sides are a golden color.

Chadwick also announced the enlargement of the Mills plant to 10,000 square feet, a 4,000 square foot increase. Added space was made available recently in the present plant.

## A Picture of Perfection

## America's Finest Five Cent VENDOR



## — the ATLAS Bantam TRAY VENDOR

Here is the 5c nut vendor that operators have long awaited. A faultlessly machined unit that vends all types of nuts with ease of operation—equal amounts, no injury to the merchandise, consistently fresh. All of these points mean satisfied customers—return sales. Beautiful chrome finish makes it an eye catcher in ANY location.

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40¢ or 17¢ Size Crown Jack Brand with colored centers, 25 Bb. etc. \$1.84 100 lbs. or more.

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  - Electric Charms, large, 1,000 ..... 2.95
  - Plastic Charms, large, 1,000 ..... 2.95
  - Silver Wadding Charms, 1,000 ..... 3.95
  - Downy Charms, 1,000 ..... 3.95
  - Top Watches, 2 brass ..... 2.50
  - 6 Pins Set ..... 1.00
  - 124¢ Cap. Buttons, 1,000 ..... 1.95
  - White Colored Rings, 1,000 ..... 1.95
  - Wall Disney Charms, copper, 1/4" ..... 2.50
  - Wall Disney Charms, silver, 1/4" ..... 2.50
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16 or 32 All Purpose Bull Merchandise

Fast to service and exchanges on location—no need to be removed simply by unloading—has been many more Acorn Vendors at this mountain investment.

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## RUNYON CANCER FUND

## Steele New Pepsi Prez, Mack Named Board Chairman

LONG ISLAND CITY, N. Y., March 4.—Pepsi-Cola Company, reporting a change in top level management, this week announced that Walter S. Mack Jr., president, was elected chairman of the board. First Vice-President Alfred N. Steele was elected president and will assume charge of domestic operations.

There was no mention by the firm's board of directors, in making the announcement, of a new first vice-president to succeed Steele. The board also elected Sheldon R. Coons to a vacancy on the board of directors. Coons, a New York business consultant, had had Pepsi-Cola as a client for several years.

Mack has been president since 1937, while Steele was brought into the firm last year from the Coca-Cola Company, where he held a vice-presidency.

#### School KO's Venders

SASKATOON, Sask., March 4.—The collegiate board here decided against installations of vending machines. The board refused an offer to install soft drink machines and decided that no chocolate bar, candy or other vending machines would be allowed in the school. The board felt machines might interfere with class schedules.

'50 will be WIFTY with

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1c or 5c All Purpose Bull Merchandise

Order Yours Today!

Look of These OUTSTANDING Service Head Features

- Enables you to fit a faster, more thorough cleaning job on your merchandise compartment.
- Permits you to service more than twice as many Acorns as any other machine.
- Allows you to arrange charms so they won't become disarranged in location, hence the Acorn service head is designed to set upright.

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They're really beauties... with that sales appeal that means an amazing increase in sales and more profits. They meet the youngsters' constant demand for something new. Our plastic series of 52 charms and copper series of 32 charms will meet all their demands... and yours for sales stimulators. Boxing gloves are plastic, copper or 24 K. gold with championship names on them. Knives are plastic modeled after a Scout knife. Beautiful pastel colors.

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Brilliant, We HAS BEEN TAKEN OVER BY US... Write TODAY FOR SAMPLES-PRICES

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MANUFACTURERS AND DISTRIBUTORS

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## WE'VE GOT... TOPPER

### Victor's Terrific Vender

Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, \$43.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

**Birmingham Vending Co.**

2117 Third Ave., N.  
BIRMINGHAM 3, ALABAMA

## Patents Sought On Bulk Vender

CHICAGO, March 4.—Anton Obodzinski, Devices Novelty Sales Company, this week announced he has developed a bulk vending machine, embodying several new principles. Two patents, covering the new features, have been applied for, Obodzinski said.

Unit will vend charms and gum without any adjustments it was stated. Plans for production of the unit are now being set up by Devisco.

## J. Jaffe Forms New Candy Firm; Intros 5-c Bar in Vend Pack

NEW YORK, March 4.—Chunky Chocolate Corporation, formed last week and headed by Jeff Jaffe, has introduced a nickel candy bar in both 24 and 48 vend counts. The firm succeeds Candytown, Inc., which was purchased by Jaffe.

Jaffe was formerly advertising manager of the Sweets Company of America, Inc., which post, he resigned a year ago. He was associated with the Loft Candy Corporation prior to that.

Chunky Chocolate, 200 Delancey Street, has started production in its first nickel bar, Chunky, with deliveries now under way to distributors. Firm plans national sale of the new bar.

## Form Ace High Amusement

CHARLESTON, W. Va. March 4.—Ace High Amusement Company, Point Pleasant, has been issued a charter by the secretary of state to deal in coin amusement and vending machines. Firm is capitalized at \$5,000 by Frank Ellison, Everett Huffman and Frank Kullin.

## Variety-Plus Is Op Theme With Stoner Food-Notion Vender

AURORA, Ill., March 4.—Citing the steady increase in items sold thru its general purpose food and notion vender since its introduction two years ago, Stoner Manufacturing Company this week pointed to one of the newer adaptations used by Necessities, Inc., Miami, Big Glassgold, general sales manager, reported the successful sale of suntan oils, cosmetics and other drug sundries sold thru the Model 80 vender has opened new markets and is returning increased volume for the firm.

Used on a nationwide scale, the Model 80's multiple price coin mechanism, permitting nickel operation from 5 to 20-cents and 25 cents to 1¢, makes possible diversified price and merchandise usage, Glassgold said. In addition to food concessionaires, candy and cigarette operators are using the machine in conjunction with their regular equipment in both industrial and public type spots.

The "vending range" of the unit starting out with cakes, pies (small size), crullers, crackers, sandwiches, pouch and chewing tobacco, is being constantly broadened, Glassgold stated. Shortly, several new items will be introduced to vender customer thru the machine, he added.

## Amer. Coin Changer Sets New Distrib

BOSTON, March 4.—With the appointment this week of its service organizations in Los Angeles, New Orleans and Dallas, American Coin Changer Corporation here announced its arrangements for a national representation had been completed.

The R. E. Anderson Company, thru its New Orleans and Dallas offices, will sell and service American coin changers in all of the Southwestern States. Los Angeles, 1493 E. East Fourth Street, Los Angeles, will represent American on the Pacific Coast.

Earlier, American had set up sales and service firms in Boston, New York, Chicago and Chattanooga.

## Peter Paul Names New Ad Agency; Plans Chi Plant

NAUGHTUCK, Conn., March 4.—Peter Paul, Inc., has announced the appointment of Maxon, Inc., to handle all advertising. George Shanlin, Peter Paul president, stated a proposed increase in the firm's advertising budget made necessary the consolidation of the account with one agency.

The candy firm plans to set up a plant in Chicago, supplementing its facilities here, in Oakland, Dallas and Philadelphia.

## Canadian Drink Sales Up After Tax Repeals

TORONTO, March 4.—The Canadian soft drink industry chalked up a 65 per cent increase in sales during the six months following the repeal March 1, 1949, of wartime restrictions of approximately 2 cents a bottle, according to Joseph Whitmore, secretary of the Canadian Bottlers of Carbonated Beverages (CBBB).

The tax, a 25 per cent excise tax and a 1-cent per bottle tax, had been in effect since 1941 and 1942 respectively.

## O'Malley Joins Ad Agency

CHICAGO, March 4.—Charles J. O'Malley, sales manager of Paul F. Beich Company, joined the Olan Advertising Company here as a vice-president. He will be in charge of marketing packaged products selling thru food, drug and tobacco outlets. O'Malley was associated with Beich for over 15 years.



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Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

## LEAF GUM CO.

Div. of Leaf Brands, Inc.  
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## New Improved VENDING MACHINE STAND

DOUBLE AND TRIP CROS DARS FOR TWO AND THREE VENDORS

YOUR BEST BUY AT THE PRICE

ALL STEEL WEIGHT 19 LBS. 16 INCH BASE



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Prices on Request.

## CHARMS

Over sixteen different series of new charms

LOW PRICES

Send 25c for cost of mailing samples, to be refunded with first order.

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RUBBER SUCTION-GRIP CUPS  
For Vending Machines  
1 1/2" diam., 8 1/2" machine screw  
100¢ 1000¢ 2500¢ 5000¢  
25% disp. on C.O.D. orders; prompt  
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The Newest Patent Comb Vending Machine.  
Dispenses one or several Combos on the market at 10c.  
A very attractive, compact machine.  
Capacity—300 Combos.  
Returns coin when machine is empty.  
Plenty of virgin territory available, an entirely new field for Merchandise Vending Operators.  
Large profits on a small investment in an easy to install machine.

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## RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

NEW COUNTER MACHINES

S. K. Number	445.00
A. K. Travel King	475.00
A. K. Model P	430.00
A. K. Model T	430.00
Kicker & Catcher	24.50
Non-Cash	24.50
Gratchen Vender, 12 or 24	24.50
Gratchen Vender, 12 or 24	24.50
Electric Vender	23.50
A. K. S. Strikette	47.50

Specify 1c or 5c When Ordering

## NEW VENDING MACHINES

N. W. Model 47, 14 & 26	813.75
N. W. DeLuxe Vender, 14 & 26	37.00
S. K. Charm King	35.00
S. K. 14 or 26 Bulk	32.00
S. K. Hot Nut, 26	29.00
Adams Model N, 14 or 26	69.50
N. W. Stamp Roll Type	69.50
Marion Scale	79.50
Wetting Scales	79.50
Shirman Stamp, 3 Col.	29.50
Acorn, 14 & 26	32.95

SPECIAL! APT SHIP GUM, all elec. trip, slightly used, includes stand, \$29.50

## NEW SLOTS

Columbia Twin A.P.	\$139.50
Mills Vulc. Packer	65.00
Mills S. Tr. 26	112.00

Write for Catalogue and Price List on Complete Line to Philadelphia Office, Dept. V

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It's important for you to make the most profitable connection of your cases if you have had Asco-Spinner or similar experience. A unique new angle makes our new machine an all-time winner and has established it at the top of the earnings list. You can make \$1,000 weekly from the start if you can sell new operators through business opportunities. Territories are now being assigned to experienced producers. There are just a few of them still open.

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ABC Chalmers, 1c	19.50
Whirlwind, 1c	19.50
Imps. 1c	19.50

## VENDING MACHINES

Adams 1c Gum	\$14.50
Master, 1c 26	10.00
Master, 1c 26	7.95
Advance Model D	19.50
Exhibit Card	15.00
Yu Chu Bell Gum, 1c	4.50

## CIG, CANDY & GUM VENDORS

Col.	Model	Cup	Coin	Price
7	Dubr., VD	296	25¢ S/Q	495.00
8	Dubr., VD	296	25¢ S/Q	495.00
4	Model N	100	5¢	75.00
4	Model N	100	5¢	14.50

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**DUPLEX-E**  
STIROUX TISSUE AND  
OTHER SANITARY NAPKIN  
AND TISSUE MACHINES  
AVAILABLE  
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Order Sample Today!  
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TOPPER**  
1 to 5 Cans  
**\$43.00 Per Can**  
(\$10.75 per mach.)  
Prompt Delivery.  
1/3 dep. with order,  
bal. C. O. D.  
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**EXPERIENCED SALESMEN, VENDERS**  
No more disgusted with deals advertised as one \$1000 weekly commissions, etc., etc., etc. to find another rampaged advertiser. Line up deals with an old-time outfit with protected territory. Tell us what and who you seek for. Have men with us 11 years. Top commissions, good machines, satisfied operators who report. Had any of that like? If you can finance yourself, write Box 2327, Billboard, Cincinnati 25, Ohio.

**Vend**  
"The Magazine  
of Automatic Merchandising"

"As I am just setting up my business, my first copy of VENDOR has already given me many helpful pointers. I'll certainly give VENDOR a plug and a good word to anyone who may seem interested."

**JAY RANDOL,  
Kendallville, Ind.**

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Please enter my subscription to VENDOR Magazine for One Year for which I enclose \$3.

Name .....  
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**Operator Suggestions**

In a recent survey by The Billboard Publishing Company, operators of bulk equipment were asked: What single improvement in bulk vendors would benefit you most? The suggestions mentioned most frequently follow:

1. Make more general use of non-corrosive materials for those parts which come in contact with confections.
2. Improve slug rejection equipment. (For detailed comment on this point, see accompanying article.)
3. Design machines so that they can be more easily cleaned.
4. Improve the quality of plastic, non-breakable globes.
5. Design all machines so that globe can be quickly replaced.
6. Generally streamline and improve appearance of machines.

**Bulk Ops Air Improvement Views; Better Parts Wanted**

(Continued from page 106)  
liable to prosecution by the federal government, operators of all types of equipment have noticed a decline in sales. For the average operator of bulk equipment the only a minor problem except in sattered areas where metal punchings from a particular industrial plant may cause trouble.  
Once the source of the punchings has been informed of the use to which the metal is put, slugging usually ceases within days, because manufacturers are forbidden under federal law to manufacture metal objects which approach the shape of coins in diameter or thickness.

Slug Protection Eliminated  
Many present bulk machines have no slug protection at all, nor are they readily adaptable to such protective methods as magnets and sensors. But large bulk operators report that most of their equipment had the slug protection equipment eliminated when iron cents were circulating in large quantity. Since available slug rejection equipment for small bulk machines rejects iron, the so-called "silver" cents would not pass and operators had to eliminate the protective mea-

asures or miss sales.  
Even tho the iron cents are being withdrawn and are virtually out of circulation in many areas larger operators have not put their slug eq equipment back to work, figuring that time spent serving the slug rejecting equipment was costlier than the average number of portions lost thru slugging.  
Manufacturers, building bulk equipment at a price, point out that the development of further slug protective measures means added cost and operators will not pay higher prices.  
(Other suggestions, which operators believe bulk machine manufacturers could make, accompany this article.)

**Heyman Offers Vending Coffee**

**NEW YORK, March 4**—A new liquid coffee concentrate, said to retain the aroma and flavor of freshly roasted coffee, has been introduced here by the Heyman Process Corporation. Called Quick-Kup, the preparation uses no preservatives and will retain its original freshness for as long as three months without refrigeration, according to Wilbert A. Heyman, president.

Quick-Kup is manufactured at the Heyman plant here. Packed in glass jugs, it will sell to operators at \$8 a gallon. The company is considering delivering the concentrate in cans at a later date.

Heyman, a food chemist, is credited with basic discoveries in the field of soluble coffee and chocolate. Associated with leading food companies as a consultant for many years, he was one of the major producers of powdered coffee for the army during the war.

Heyman claims that the liquid coffee concentrate method he has devised "captures the aroma normally lost when coffee is roasted." Although highly volatile, the flavor and aroma components are said to be retained thru use of an "exclusive patented process."

**C-8 Developing Second Vender**

**CHICAGO, March 4**—C-8 Laboratories, manufacturers of the Electro cigarette vender is developing another type of automatic vender unrelated to the tobacco field, according to Lew Jaffe, vice-president of Eastern Electric, the national distributing organization.

Jaffe, who stopped over in Chicago briefly, said he could not elaborate on the development but added that C-8's president, Mario Curuso, intends eventually to diversify his line by building other types of equipment in addition to cigarettes.

With the recent decrease in Electro list prices, brought on by lowered production costs and a change in sales methods, Jaffe said that sales had increased appreciably and the factory increased production.

**American Tobacco Cross, Net Income Moves Upward**

**NEW YORK, March 4**—American Tobacco Company reports its total and net income for 1948, revealed year by year increases in both over 1947 and 1948.  
For 1949, total income was \$84,363,401; net income, \$45,675,154. In 1948, total income was \$80,385,537; net income, \$41,209,119. For 1947, total income amounted to \$84,301,305 with net income at \$33,845,021.

**New Worthington Ad Mgr.**

**HARRISON, N. J., March 4**—Worthington Pump & Machinery Corporation reports the promotion of Robert P. March to advertising manager. He succeeds Adin L. Davis, resigned.



**\$25 DOWN**

**Balance \$10 Monthly**

**PENNY FORTUNE SCALE**

**NO SPRINGS**

**WRITE FOR PRICES**

**LARGE CASH BOX HOLDS \$85.00 IN PENNIES**

*Invented and Made Only by*

**WATLING**

**Manufacturing Company**  
4650 W. Fulton St., Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

**NEW! 1 INCH METAL KNIFE . . .**  
Real blade opens and closes. Cut yourself in on this sure-fire \$7.50 sales booster. At a low, low, per M

<b>COMPASS</b> 1 REAL BURR BALLS Real Burrs, \$5.75 Compass, en- tirely brass. 6R.	<b>MYSTERIOUS FACTS FROM PLATE AWAY</b> PLACES, 6 easy facts learned in 10 minutes. May be used as a novelty or ornaments.	<b>NEW BASKETBALLS</b> 24 Team Names Approximately 1/2 Colorful Plated - \$4.25 M 0267 Copper Plated - \$2.25 M Gold, Silver Plated - 11.00 M
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**KARL GUGGENHEIM, INC.**  
33 Union Square  
New York 3, N. Y.

# Cooled Sandwich Venders Tested on Jersey Route

(Continued from page 106)  
College in near-by East Orange. The first was placed on duty at the Ford International plant last October. In all cases they have been placed side

by side with milk, cookie, cake and soft-drink venders to provide rounded service.

Vended at 20 cents each, the sandwiches must sell out daily if costly overages are to be avoided. The food is prepared by an industrial feeding firm and picked up daily by Sharnow's rousterman at 6:30 a.m. All machines are filled by 10 in the morning. Each location is visited twice again during the day to check on sales and determine the number and type of sandwiches needed the next day. Orders are placed with the industrial feeder by 2 p.m.

Since the venders hold 22 sandwiches in each column, the more heavily patronized machines are re-loaded during subsequent visits by servicemen. Extra sandwiches are stored in non-vending compartments of the milk machines for this purpose. To less the eating habits of locations, Sharnow assigns a man to spend a full week at each new spot after a vender is placed. Preferences are checked and the times when the machines are most used and carefully noted. And once the pattern of traffic is determined, a decision is made on the times when rousterman attendance would be most productive.

In industrial plants Sharnow has found that the 1st and 15th of each month are slack days, when employees leave the plant premises during lunch hours to car-h checks. In schools, class schedules have to be watched. Free periods during mid-morning and early afternoon mean heavier patronage.

Most popular sandwiches dispensed are boiled ham, egg salad and roast beef. Other varieties vended include ham and cheese, ham and egg salad and tuna fish salad. All are prepared with butter and lettuce, wrapped in wax paper and inserted in cardboard containers, measuring three and a half by four and a half inches.

Management has shown itself receptive to a full-feeding operation thru venders, Sharnow said. In some cases they have dropped self-operated feeding set-up to make room for the sandwich units.

As director of an experimental program, Sharnow is little concerned with making the sandwich machines return a profit at this time. His main purpose is to gather basic economic facts and technical experience.



**NOW ...**  
**Victor's Famous Model V**  
equipped with  
**VICTOR'S NEW PLASTIC GLOBE**  
or  
**Standard Equipment at  
NO EXTRA CHARGE**  
8% Greater Capacity  
The Model V recognized as a great vendor since its first day on location in the choice of thousands of successful operators.  
See Your Victor Distributor.  
**VICTOR VENDING CORP.**  
1271-13 W. Grand Ave. CHICAGO 39, ILL.

## Tele Bubble

PHILADELPHIA, March 4. — Philadelphia Chewing Gum Corporation announced last week that it is expanding sales promotion of its bubble gum package thru television advertising. Purchase of the New York originated Mr. Mastic to show or enables the 5-cent Mystic bubble gum package to be seen in all television cities.

## Intro Back-Mounted Manual Drink Unit

CLEVELAND, March 4.—Dunmore, Inc., announced first deliveries this week on its new 1950 Bak-Paks, mobile units for dispensing either hot or cold drinks. The unit, weighing about 40 pounds, is carried strapped to the back of the salesman, with a separate cup container unit fastened to his waist. The dispenser has a capacity of 50 ounces of drink. A two-pound pressure on top of the mixed sirup drink maintains carbonation.

The Bak-Pak is filled from a master unit, and will dispense any crushed fruit or mixed sirup drink, coffee, hot broth or chocolate. The manufacturer states the unit has been tested for a year prior to its introduction.

## Mack, Steele To Top Pepsi Posts

NEW YORK, March 4.—Top management shifts by the Pepsi-Cola Company this week elevated Walter S. Mack Jr., to chairman of the board and Alfred N. Steele to president. Mack was president of the firm since 1938. Steele came to Pepsi-Cola from Coca-Cola last March, but has been first vice-president in charge of domestic sales and operations. At the same time it was announced that Sheldon R. Coon, business consultant, was named to a vacancy on the board of directors. He formerly numbered Pepsi-Cola among his clients.

## REVOCO STOPS

(Continued from page 105)  
capable of handling ice cream in a variety of forms, including bars.

In the 15 years Revco has been in the ice cream vending machine business, it produced approximately 5,000 machines. The Revco line is in continuous production except for the war years, and postwar production accounted for half the firm's total. Robert Stutzman, chairman of vending machine sales for Revco, has been made an assistant to the firm's general sales manager and will specialize in the commercial freeze line on which the factory is currently working two shifts daily.

## SEARLES SETS

(Continued from page 106)  
coin mechanisms permit a three-price range, using uniform or two or three prices simultaneously. Seattle, a 38-year-old firm in the metal parts fabricating field and previously manufacturer of bottle vender parts for leading concerns, purchased the manufacturing rights and patents to the Kalva machine from H. T. Larrimore's Kalva Vendors, Inc. in October, 1948. Ashton declared that a new sales department was now being formed, with details to be released shortly.

NEW YORK, March 4.—Economy Supply Company, distributor of coin machine parts, pucks and wax, moved this week to 310 West 10th Avenue, a building occupied by the Mike Muynes Corporation. Joe Muynes, Economy owner, formerly had offices at 415 10th Avenue. He said a machine shop was being set up in his new quarters for tooling special game and vender parts. Firm also handles a vender for tissue packs.

## Now Low Price KING OF VENDORS

New and Ball Gum Candy, Chewing Gum, 1/2c U. S. and Foreign Coins. "Hot New" Vendors.



Dispensed from locations in a natural way. Silver Kings or "Charm King" Ball Gum Vender. Designed for maximum coin collecting. Cost as low as \$10.00.

At All the Best Dealers—Write, Ask About the New "Huster".  
**SILVER-KING CORP.**  
625 Diversy Parkway CHICAGO, ILL.

## DO YOU KNOW?

You can buy all machines made by  
● Victor Vending Corp.  
● H. Westburn Corp.  
● A. I. Corp.  
● Silver King Corp.  
● Hamilton Scale Co.  
● Marion Scale Co.

on TIME PAYMENTS paying for them in 20 Weeks? Write for details TODAY!

## ROY TORR LANSDOWNE - PENNA.

## WANTED TO RENT LEASE OR OPERATE

On a percentage basis. New or late model Cup Drink Dispensers. We are an old established, reliable concern operating in a highly industrial area.

## AMERICAN MUSIC CO.

1605 East 28 Street Lorain, Ohio

It's the TOPSI! Victor's **TOPPER**  
An efficient vender for charms and ball gum. Packed and sold 4 machines to the coast. \$42.00 per case in lots of 1 to 5 cases. \$40.00 per machine in lots of 25 cases. On larger quantities, we allow 30 weeks to pay. Liberal trade-in allowance. Write for special location plan. Sales & 1133 Hamilton, Ohio. Agency 1133 Hamilton, Ohio.

OH, MR. EPPY... NOW THE KIDS GO WILD OVER ME IN YOUR COMIC STRIP CHARMS!  
20 ass't plastic 14 M. metal-plated \$6.75  
EPPY 91-15 144 Pl., Jamaica 2, N.Y.

**GROCERY STORE CHARMS**  
58 Varieties  
\$12.50 per M. ass't.  
F.O.B. Jamaica, L.I., N.Y.  
EPPY 91-15 144 Pl., Jamaica 2, N.Y.

**Eppy Reduces Charm Prices**  
FAMOUS #1 CHARMS  
Plastic \$2.50 per M. Metal-plated new \$4.25  
BIG #2 CHARMS  
Plastic \$3.00 per M. Metal-plated new \$3.00  
EPPY 91-15 144 Pl., Jamaica 2, N.Y.

**ATTENTION** —25c & 30c CONVERSIONS— Silver, Quarter or combination Nickels-Dimes. Guaranteed Parts.

**CIGARETTE MACHINES**

UNEDA, 8 Cols. ....	\$100.00
UNEDA, 6 Cols. ....	90.00
Uneda Model 500, 9 Col., 350 Pack Cap. ....	100.00
9 Col., Model E, 270 Pack Cap. ....	59.50
ROWE PRESIDENT, 10 Col., Rowe Imperial, 8 Col., 240 Pack Cap. ....	70.00
Rowe, 150 Pack Cap. ....	35.00
National 9-30 ....	75.00
DuGrener, 6 Col. ....	32.50
Speight 4 Col., 100 Pack Cap. ....	27.50

**SALE ROWE ROYAL**  
Cigarette Vender \$95.00  
10 Col., 400 Pack Cap. \$85.00  
18 Col. VENIDI, 150 Bar Cap. \$75.00  
120 Pack Cap. U-Select-It 35.00

**CANDY MACHINES**

ROWE, 120 Bar Cap. ....	\$75.00
Candyman, 72 Bar Cap. with base. ....	35.00
12 Col. VENIDI, 150 Bar Cap. ....	57.50
U-Select-It 35.00	

**SALE NATIONAL CANDY VENDER**

1 Col., 162 Bar Cap. ....	\$100.00
8 Col., 100 Bar Cap. ....	\$80.00
4 Col., 100 Bar Cap. ....	\$70.00

**TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED**  
ONE-THIRD DEPOSIT WITH ORDER—BALANCE C. O. D.  
Parts and Mirrors available for all makes and models.

**UNEDA VENDING SERVICE**  
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"  
166 CLYMER STREET EVergreen 7-4548 BROOKLYN 11, NEW YORK



Now delivering

At NEW low prices

ELECTRO 8  
NOW ONLY  
\$198.50

ELECTRO 10  
now only.... \$217.50

The first and finest electric cigarette vending machine are now the lowest in price!

Advertisement for Electro 8 and Electro 10 vending machines, featuring an image of the Electro 8 machine and a woman standing next to it. Text includes 'America's Finest All-Electric Cigarette Vending Machines' and 'EASTERN ELECTRIC VENDING MACHINE CORP.'

Advertisement for Lucky Boy Vendors, featuring an image of a vending machine and text: 'BRAND NEW LUCKY BOY VENDORS \$9.75 Each. Lots of 25, 1/2 or 3/4 Model \$7.75'. Includes details about the machine's capacity and price.

Advertisement for Bloyd Mfg. Co. featuring text: 'FREE 5 LBS. NUTS OR BALL GUM. ONE WALL BRACKET WITH EACH MACHINE. BLOYD MFG. CO. VALLEY STATION, KY.'

Advertisement for Going Business, featuring text: 'Established 13 Years. Servicing the Vending Machine Trade. Complete with 3-story brick building—2 1/2 m. flats, one store. Facing main business street, near downtown Chicago district A street! \$25,000.00 1/2 Down. Box 327, The Billboard Pub. Co. 125 W. Randolph St. Chicago 1, Ill.'

Advertisement for Koffee King vending machines, featuring text: 'FOR COFFEE VENDING... \$25,000.00 1/2 Down. Box 327, The Billboard Pub. Co. 125 W. Randolph St. Chicago 1, Ill.' Includes details about the machine's features and contact information.

Buffalo Ops Promote Boxed Hankie Sales Thru Cig Machines

**BUFFALO, March 4**—The sale of boxed handkerchiefs thru cigarette venders will be promoted by the Hank-Kerchief Company organized here last November by four coin machine operators. They announced this week that they have successfully completed a "three-month" test of their merchandising idea.

Each handkerchief is packed in a cardboard container, printed in color and sealed with cellophane. The handkerchiefs can be stocked in any machine without mechanical changes. Facsimile box faces are furnished for display purposes as well as arrow-deck calling attention to the handkerchief column.

**Packed Like Cigarettes**  
Henry P. Inman, partner in the firm in charge of sales, said the Hank-Kerchiefs, in addition to being boxed in cigarette package size, are packed 10 to the carton, 50 cartons to the case for ease of handling and for inventory purposes.

Also definite prices have not been set for the Hank-Kerchiefs, Inman said, single cases had been shipped to points as distant as Houston for only \$17.75. Inman said the company would announce its prices as soon as it completes its distributor organization.

**Long Profit Appeal**  
Hank-Kerchief executives reason that the long profit on their product will appeal to cigarette operators who are often squeezed by narrow margins.

Inman said the firm is making temporary headquarters on DeWitt Street in Buffalo but is negotiating for floor space in the former Pierce-Arrow automobile plant.

Other partners in the firm are George Macfarlane, Buffalo; Charles A. Rutenberg, Ridgewood, N. Y., and Edward C. Tuttle, of Vermont. Rutenberg and Tuttle have just returned to this country after an assignment with the military government in Germany. Inman and Macfarlane operate pin games, phonographs and cigarette machines in the Buffalo area and are members of the newly formed Western New York Amusement Operators' Association.

Pepsi-Cola Company Sells Cuban Subsidiary

**NEW YORK, March 4**—Pepsi-Cola Company announced it had sold its Cuban subsidiary, Compania Incentiva Azucareros Mantanzas, to a Cuban group headed by Antonio Tarafa. Sale price is given at about \$2,300,000.

The Mantanzas company stock was purchased by Pepsi-Cola in December, 1943, from Chase National Bank for approximately \$2,300,000.

Advertisement for Northwest Badger Sales Co., Inc., featuring text: 'NEW REDUCED PRICES SPECIAL \$13.75 FACTORY FRESH... 2351 W. Pine Blvd. Los Angeles 4, Calif.' Includes a list of products and contact information.

Meter Change Box

**COLORADO SPRINGS, Colo., March 4** — A "parking meter change box" is finding ready takers among "changeless" motorists here. Loading \$10 in pennies and nickels in an open cigar box with an explanatory sign, a local druggist reports the self-service honor system idea is working well. There was only a 1-cent shortage during the first week.

Mavis Cola Price Cut for Cup Venders

**BELLEVILLE, N. J., March 4**—Mavis cola sirup, popular in certain areas as an over-the-counter beverage, is being offered to Eastern cup machine operators at less than home brand costs, it became known this week.

Marcus Rubin, of 146 Little Street, who purchased an undisclosed quantity of the sirup, from the estate of Charles Guth, late Mavis topper, has set a price of 55 cents a gallon on the cola in 1,000 jug lots. Shipping charges are extra.

Dieux Cup Announces Sales Appointments

**EASTON, Pa., March 4**—Dixie Cup Company announced the appointment this week of A. H. Pickup and J. R. Bennett as regional sales managers. Pickup, who has been with the firm since 1929, will headquarter in Fort Smith, Ark., while Bennett, with the company since 1933, headquarters in Darlington, S. C.

Other changes announced by Dixie Cup include the appointment of R. C. Albany as Philadelphia sales office manager, and W. S. Birkhead as drink vending representative in the Middle Atlantic region.

George Sweetser New V.P. at Huyler's Co.

**NEW YORK, March 4**—Huyler's has announced the election of George T. Sweetser as vice-president in charge of sales, succeeding John S. Swersey. Sweetser, who also was named a director, was formerly publisher of Esquire and vice-president of Esquire, Inc.

Also elected a director was Paul R. Boyd, who also holds a vice-presidency. Jack Swersey, with the firm 31 years, resigned February 9.

Worthington Pump Earnings

**HARRISON, N. J., March 4**—Worthington Pump reported a net 1949 income of \$5,337,054, or \$5.11 per common share. Earnings compare with \$4,616,106 and \$5.17 a share in 1948.

Advertisement for Victor's Amazing New Topper, featuring text: 'Special Feb. Offers... \$50.00... \$36.00... \$51.25... \$11.25'. Includes an image of a topper and details about the offer.

Table listing various vending machine models and prices:

RAIN-BIRD GUM	146, 170 or 210 cartons, 22 lb. in each, with freight prepaid 25 lb. less 7%
COLORADO BALL GUM	146, 170 or 210 cartons, 22 lb. in each, with freight prepaid 25 lb. less 7%
RAIN-BIRD GUM	146, 170 or 210 cartons, 22 lb. in each, with freight prepaid 25 lb. less 7%
RAIN-BIRD GUM	146, 170 or 210 cartons, 22 lb. in each, with freight prepaid 25 lb. less 7%

Advertisement for Victor's Universal Jumbo, featuring text: 'BE FIRST WITH VICTOR'S UNIVERSAL JUMBO IN YOUR LOCALITY... \$14.95... \$34.95'. Includes details about the machine's features and price.

Advertisement for Pioneer Vending Service, featuring text: 'NEW LOW PRICES... CIGARETTE MACHINES... \$37.50... \$17.50... \$24.00'. Includes details about the service and contact information.

Advertisement for Harris Vending, featuring text: 'good reasons... See page 72'. Includes an image of a vending machine and contact information.

Advertisement for Charms, featuring text: 'CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS... 2351 W. Pine Blvd. Los Angeles 4, Calif.' Includes an image of a charms machine.

Advertisement for Southern Coin-O-Mat, featuring text: 'Don't miss the boat' BE FIRST WITH VICTOR'S UNIVERSAL JUMBO BALL GUM VENDOR... 943 N. W. Seventh Ave., Miami, Fla.

"GREATEST ADVANCEMENT  
EVER MADE IN BULK VENDERS"



Until you have actually operated 49s you have no idea of the time saved on location or in the service department... the amount of reduction in overhead... the extra time made available for handling additional machines... the accurate control of merchandise... the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you now have to take anyone's word for it. See the Model 49... test it... try it on your own route under your own conditions without risking a penny! Write for complete details today.

### KNOW WHAT'S GOING ON IN BULK VENDING

Read the Northwestern... full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION  
829 E. Armstrong St. Morris, Illinois

VICTOR'S NEW 1"  
JUMBO GUM VENDOR  
SOON AVAILABLE—  
WRITE!

Rush Your Order  
Today

VICTOR'S  
AMAZING NEW  
TOPPER

1 to 5 Cases  
\$42.00 Per Case  
(\$16.75 Per Mach.)

6 to 12 Cases  
\$63.00 Per Case  
(\$13.25 Per Mach.)

12 to 24 Cases  
\$81.00 Per Case  
(\$10.125 Per Mach.)

24 Cases or More  
\$96.00 Per Case  
(\$10.00 Per Mach.)

Write for Our Illustrated Catalog!  
Veeo, With Order, Bal. C. O. D.  
VEEDO SALES CO.  
2124 Market St. Philadelphia 3, Pa.  
Phone: LOcatt 7-1448

Here is the New,  
ALUKO

CRACKER VENDOR  
Four coin slot with  
capacitated top pack  
of Alukon Crackers  
or any similar size  
product and features  
imp 31"x27"x20" High  
display and self-in-  
stant size.

MODEL 700  
Metal Cabinet and  
Base  
Ht. on Base, 40"  
Wt. on Base, 45 Lbs.

WRITE FOR  
NEW REDUCED  
PRICES!  
Immediate Delivery in  
Grand Mail  
Lustré Finish.

Write for Catalog of  
Four coin slot  
Gum and Candy  
Vendors.

ALUKO & CO.  
408 Concord Ave.  
New York 17, N. Y.  
Mercury 3-7227

## Supplies in Brief

### Smokers Level Off

WASHINGTON, March 4.—The steady upward trend in cigarette consumption over the past 15 years is apparently leveling off after reaching a new all-time record of 352,000,000,000 last year, Agriculture Department reported. Cigar consumption fell off 3 per cent to 5,887,000,000 last year, and the current year is expected to run about the same as 1948, the department added.

Agriculture took a closer look at the results of the manufacturing census and found "a high degree of concentration" in the tobacco industry. Measuring total value of product, Agriculture found that four manufacturers accounted for 90 per cent of the \$1,100,000,000 worth of cigars produced that year. Concentration was less evident but still strong in the cigar field where eight manufacturers accounted for 8 per cent of the \$300,000,000 involved.

Despite the record-breaking domestic consumption of cigarettes last year, total production was 2,000,000,000 short of 1948. This was due, according to Agriculture, to a sharply curtailed export market. The department's expectation of a leveling off of domestic smoking in 1950 is based on half-year comparisons of 1949 and 1948 cigar consumption. During the first half of last year, consumption was up some 2 per cent over the same 1948 period. Consumption, however, was virtually the same for the last half of both years.

### Prices

Price seemed to be the chief reason for the slight drop in cigar sales last year. Altogether all-stogie sales were off, those selling for 8 cents and under showing an average of 9 per cent over 1948. By the end of '49 year, this price group accounted for half of all cigar sales. Cigars retailing from 8 to 15 cents saw sales drop 13 per cent over 1948.

Agriculture's analysis of cigar buying habits indicates that the best price for cigars vended in machines is

### Mills Intros New Ice Cream, Custard Unit

CHICAGO, March 4.—Mills Industries, Inc., has introduced a new coin-operated cabinet model Continuous Custard and Batch Ice Cream machine.

Unit features automatic dial control, simple design and a 30-gallon per hour capacity.

COMING SOON!

VICTOR'S  
UNIVERSAL  
JUMBO

For Vending JUMBO SIZE  
Ball Gum

Tested and proven on location  
by Victor for over one year

Be FIRST with the FINEST

Buy Victor's

VICTOR  
VENDING CORPORATION

5701-13 W. Grand Avenue  
Chicago 39, Illinois

JUST OUT!

New Test Station for Vending Machines. Cool  
Run Rate. Complete—Only \$5.50 E.A. Weight!  
Apparatus, 25 Cents

DEVICES NOVELTY CO.  
1467 N. Milwaukee CHICAGO 10, ILL.  
Mercury 6-3535

a dime. Thru cigarette vendors, patrons have become accustomed to paying slightly higher prices for machine-vended smokes. This factor allowed the most popular price group of cigars—20 cents and under class—to be vended at a dime without appreciably increasing buyer resistance. The slump in sales of higher-priced cigars should have operators concentrating a 15 or 20-cent vending price, except in class locations.

### Peanut Use Grows

WASHINGTON, March 4.—After several years of declines in the use of peanuts in candy, the trend is being reversed, according to a report by the Agriculture Department. During the last third of last year, 58,409,000 pounds of shelled peanuts went into candy as compared with 47,847,000 pounds for the last four months of 1948.

The 1948-'49 season (September 1-August 31) saw 107,181,000 pounds of peanuts in candy while the total for the 1947-'48 season was 118,814 pounds.

Meanwhile, two farm senators disputed the amount of money the peanut price program will cost during the current year. Sen. George Aiken (R. Vt.) claimed the cost would be \$100,000,000 for 1950, while Sen. Clinton Anderson (D. N. M.), former Secretary of Agriculture, stated the support program would cost the Treasury no more than \$35,000,000.

### Stoner Continues Campaign

AURORA, Ill., March 4.—A schedule of full-page advertisements in industrial and educational publications, designed to sell plant management and school superintendents the value of vending, will be continued by Stoner Manufacturing Corporation, a sales manager Big Glassco said last week.

The campaign, using two industrial magazines and two school publications, was launched last summer. Since then Stoner has used a total of 14 full pages in the four magazines. Each of the pages was built around a Stoner candy vendor, and invited managers and superintendents to contact Stoner for further information.

All inquiries were then turned over to Stoner operators in the territory from which the letters originated, Glassco said.

### American Chile Reports

Sales, Income Off in '49  
LONG ISLAND CITY, N. Y., March 4.—American Chile Company, reporting a decline in over-all sales and net income last year, announced fourth quarter operations showed a profit of \$1,048,921 compared with \$1,029,809 in the like 1948 quarter.

The firm's net income for 1949 dropped to \$4,301,451, or \$3.31 a share, from \$4,742,285, or \$3.65 per share in 1948. Sales decreased to \$34,437,826 in 1949 from \$38,913,067 in 1948.

### New Texas Cig Tax

HOUSTON, March 4.—The cent-a-pack State tax increase on cigarettes in Texas became law Wednesday. The total State tax is now 4 cents a package. The 1-cent-a-pack tax expires after seven-and-one-half years.

State Comptroller Robert S. Calvert warned that all cigarettes sold on and after March 1 must include the increased tax regardless of when they were purchased. Wholesale and retail cigarette dealers are required to take inventory of their stock and remit the additional tax to the State comptroller's office, Calvert said.

### Saskatoon Tests Meters

SASKATOON, Sask., March 4.—City council voted to install 339 parking meters during the trial basis. They will likely be in operation in May. The machines from the Ontario Hughes-Owen Company, Ottawa, will cost \$37,000.

SOMETHING

NEW  
for  
BULK VENDOR  
OPERATORS



AJAX  
SERVICE  
KIT  
Write for  
Circular and Price

A.S.O. VENDING MACHINE EXCHANGE  
55-57 51st BRANFORD STREET, NEWARK 5, N. J.  
REGULOW 3-7244-S

### New Low Price



SILVER  
KING  
CHARM  
KING  
2 GREAT  
VENDORS

Sample, \$12.75.  
2 to 3, \$15.00.  
1 to 5 Cases  
\$42.00 Case  
6 Cases or  
More  
\$40.00 Case.  
Packed 4 to  
Case.

CAMEO VENDING SERVICE

432 West 42nd Street New York 18, N. Y.

### CIGARETTE MACHINES

Buy With Confidence From STEINER  
—Founder of U-Need-A-Pak, Prod.  
Corp.—Serving the Trade Since 1927  
There was, is and always will be  
a demand for my famous "E"  
and "J" and "500" Models.

WE BUY AND SELL USED EQUIPMENT  
—and what we sell is always completely  
refurbished and reconditioned inside and  
out to look and work like new.

King Size Chores, Mirrors, Parts  
and Loads for all Vendors  
Get the Facts on Our New Dual  
STEINER MANUFACTURING CO.

363-S Hudson Ave. Brooklyn 1, N. Y.  
Phone: TELEtype 2-2222

### IT'S GOOD BUSINESS

Find out about the original "Pop" Corn Set  
PRE-POPPED CORN. Scientifically popped  
and packaged to create profits for you.  
Shipped express prepaid anywhere. It costs  
nothing to ask — means profits for you.

Ask about our automatic  
vendors, too!

Write, wire or phone

"POP" CORN SET, INC.  
of Pennsylvania

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SuperVend Sales Corporation

*To all M. O. A. Members:  
Welcome to Chicago—for  
the M. O. A. show. While  
you're in the city, be sure  
to stop in at the  
SuperVend office at  
134 N. LaSalle Street.  
We would like to renew  
old acquaintances—to  
say "hello" again, even if  
we don't talk any business.*

*Mike*

*P.S. Larry Cooper, Paul Fuller  
and the rest of the fellows  
would like to see you, too.*

**Have you seen** the SuperVend three-drink vendor? We believe it's the finest drink-vending machine ever made. The vendor pictured above is also available with hot drink attachment for hot chocolate or hot soup—in addition to the three regular drinks.

**Also SuperVend Cigarette Machine**

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# 1ST MOA CONVENTION BEGINS

## Business Sessions Highlight Three-Day Meet; Operators To Meet With Manufacturers

Banquet Set for Wednesday; Exhibs To Be Open Daily

By Norman Weiser  
CHICAGO, March 4.—Music Operators of America (MOA) will convene its annual three-day convention, the first exclusively music confab of and for operators, at the Palmer House Monday at 9 a.m. As the current week drew to a close, it appeared that attendance would surpass original estimates of 250 operators by at least 250, and that George Miller, who has served as national chairman since the org was formed, would be unanimously re-elected to that post. The vote on the organization's '50 slate is set for Wednesday.

Unscheduled until late this week, and then because of the demand by those reporting that they would be in attendance at the session, was a banquet, which will be held Wednesday at 7:30 p.m. at the Palmer House. Door prizes will be awarded, winner of the Permo op contest will be named, and following the dinner an entertainment program will be presented.

### Biz Sessions

Concentration will be on business sessions at the convention, with daily meetings scheduled to start promptly at 9 a.m. Monday's agenda covers a welcoming address by George A. Miller, a legislative review by Sidney H. Levine, national counsel; a discussion on taxes by Leo Kaner, and MOA reports on finances, depreciation, taxes, etc.

Tuesday's sessions will start with a talk by Edward H. Mehrens, president of the Squirt Company, on intermediate coinage, and will be followed by a session at which manufacturers will participate. Among those on the program are John Hadcock, president of AMI; Art Olson, president of Permo; Lester Rieck, manager of the phonograph division, H. C. Evans & Company, and reps from recorders and title-trip firms.

Items to be covered Wednesday include trade paper relations, sales promotion and merchandising (by Hirsch de la Vez and Dick Steinberg) State

## Ind. Juke Ops Elect Barley '50 President

Name Other Officials

INDIANAPOLIS, March 4.—At a special meeting of the Music Operators' Association of Indiana, Inc., officers were elected for the coming year. James Barley, head of the Zim-Bar Amusement Company, was named president, succeeding Floyd Meeker, of the Meeker Music Company; I. R. Boner, B. and P. Music Company, vice-president; Earl H. Siler, Indiana Vendors, secretary, and Abe Fleig, treasurer.

Committees will be appointed at the next regular meeting, March 20, to be held at the James Music Company.

### Know Your Biz:

## Detroit Op Alluvot Stresses a High Standard of Service and Thereby Hangs a Success Story

By H. F. Reeves

DETROIT, March 4.—A system of records for close knowledge and control of each location and insistence on high standards of service were the factors that made Frank's Music Company one of the recognized leaders of the local industry. Frank Alluvot, the owner, doesn't put it quite that way. He says, "The first requisite is hard work" and he works from 8 a.m. to 8 p.m., six days a week. "Whether you go into the office or

## W.M.G. Cancels Meet

WASHINGTON, March 4.—Horace Biederman, secretary-treasurer of the Washington Music Guild (W.M.G.), this week announced the org will cancel its regular monthly meeting, scheduled March 9. Many W.M.G. members will be en route home after attending the Music Operators of America (MOA) convention in Chicago next week and would be unable to attend, it was explained.

The next meeting will be held April 13.

the back room, you have to be able to know what you're talking about," Alluvot says, and his own early training provided the background in both departments. Once a coal miner, he later worked in a garage, became a foreman, learning how to handle executive problems, and then had some contact with the juke box business thru a few jobs he held as a painter. He became a driver, then a route

(See Motor City Op on page 118)

## Detroit's Wartime Babies, Juke Service Orgs, on Decline; See Possibility of a New Shortage

DETROIT, March 4. — A marked decrease in the number of companies providing juke box service is evident from the new edition of the Detroit classified telephone book, with only one firm now listed as providing this work under "Phonograph Repairing." Three other firms under that listing are primarily concerned with home record-player service. The directory which came out about a month ago had a half dozen companies providing this service. There are probably other firms in the business, but the only one which specializes in repairs enough to find it worth while to spend for this elementary advertising service is the A.A. Phonograph Service.

Inquiry indicates the possibility that Detroit operators who depend

upon service companies for their work may soon find themselves without adequate service. Service companies were largely a wartime development, since the average operator before the war tended to be a man who could handle his own service problems, or was large enough to employ the services of a route serviceman. With new people coming in, perhaps as well as old members of the family took over when the operator went into the armed forces or war work, a specialized service company became an important factor in the stability of the juke box industry. Today, some of these companies have disappeared from the scene, or have gone into route operation and become, it some

(See Detroit's Wartime on page 116)

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of The Billboard are:

**DISKERS READY ON "COTTONTAIL" FOR EASTER.** Not to take chances, the diskers have lined up Peter Cottontail for big push (Music Department).

**RADIO BOOSTS THE DANCE ORKS.** As an indirect aid to the revival of bands and band music, several radio shows pull switches (General Department).

**FIX QUIT TAX-CUT UNITED FRONT.** The film industry sells out other showbiz fronts, including juke box industry (General Department).

**MICHAEL BROWN HITS BIG TIME AS A TUNESMITH.** New Frankie Laine recording of Brown's tune has strong possibilities, bares watching (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and The Billboard feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

## Calif. Music Ops Feted at Record Party

Preview New Disks

LOS ANGELES, March 4.—The largest crowd to ever attend a Leuenhagen Record Preview Party was on hand Thursday (23) in the Coral Room of the Rodger Young Auditorium here to listen to the latest offerings of the platter companies. An estimated 500 operators, entertainers and record company officials attended the meet, sponsored jointly by the W. H. Leuenhagen Company and the platter firms.

Featured in person at the session were Russ Moran, Sons of the Pioneers, Jimmy Grey, Buzz Butler, Jimmy and Mildred Mulcaj, Madeline Russell, Harry Babbitt, Jimmie Dolan, Mr. Goon Bones, Mac Williams, Rudy Bender, Polly Berg and Marvin Ash. Dick Jockey Bill Anson handled the emcee chore while Ted Mossman, of Fanfare Records, took over at the Steinway.

### Hear Disks

Assisting Bill Leuenhagen in lining up the program were Mary and Katy Solle and Larry Jackson. Records previewed during the evening and arranged alphabetically included Bill Pannell on Fanfare's Cry Baby; Benny Strong's Capitol waxing of Does the Spearmint Love Its Flavor on the Budget Overnite; Mac Williams on Crystelette with Don't Take Your Love From Me; Mr. Goon Bones and the Lantz Trio on Down By the Ohio, London; Farewell Blues, with Jimmy and Mildred Mulcaj on MGM; Terry Preston on Four Star with Heart of Stone; Eileen Barton's Fat'se Baked a Cake, on the "40's Heat; George Gibbs doing the same number on Coral; April Stevens' version of No, No, No, No, Not That, on Laurel; Johnnie Lee Ward doing Peter Cottontail on Bullet; Tony Martin's Roulette on Victor; Frankie Lane's Satan Wears a Saint's Gown, Mercury; Jerry Grey on Stormy Weather March, Decca; Russ Morgan on Tell Me You Love Me, Decca; Nat "King" Cole's version of Tainted Stocking, Capitol; Eddie Gln Miller on "40's Heat, Hear.

(See Calif. Music on page 119)

## Plants To Hold Open House for Ops at MOA Meet

CHICAGO, March 4.—Factories in the Chicago area were gearing this week for the visits of operators expected in the Windy City for the Music Operators of America (MOA) convention at the Palmer House Monday (6).

While the convention will cover music exclusively, games, amusements and vending firms anticipate visits from those operators who include that type of equipment in their routes.

Local Wurlitzer rep, Ben Cover, will hold open house during the North Side headquarters, and expects a large crowd of ops as the manufacturing firm will not be showing at the Palmer House during the convention. Also on the agenda of many ops will be a visit to the J. P. Seeburg headquarters and the Rock-Ola plant, as these firms will not exhibit at the hotel.



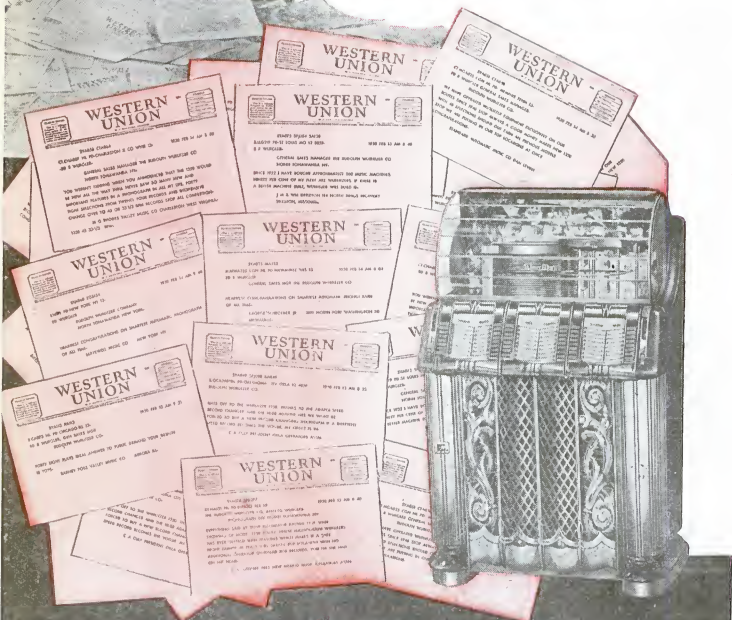
# Ed Wurler Says

GENERAL SALES MANAGER

## "THANKS, FELLOWS"

TO OPERATORS ALL OVER THE WORLD FOR YOUR SPONTANEOUS DELUGE OF ORDERS— APPRECIATION AND PRAISE FOR THE

# WURLITZER *Twelve Fifty*



THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.

# Detroit's Wartime Babies, Service Orgs in Decline

(Continued from page 114)

exient, competitors of their former customers.

The reason for the sharp decrease in service companies appears to be the failure of a substantial number of music operators to take care of their service bills, according to Frank Antaya, head of the AA Company. He was careful to point out that this situation had not applied in significant degree to his own clients, but that "there have been a lot of good servicemen who had the misfortune to get hold of some bad accounts. The business is no better than it looks, and you have to collect every penny to keep operating."

### Credit Situation

Service companies are generally given a credit extension of 30 days, Antaya said, and plan to pay their own accounts within that time, so that they are in a position to get credit for parts in a hurry for their customers when needed.

"We would like to be treated in a similar manner," he said. "Our telephone service has to be paid every 30 days, or you know what would happen."

"We maintain a 24-hour telephone service, and have often found it necessary to leave a nice warm bed on a stormy night to go out and service a location for any operator who has treated us fairly. That is our job as servicemen. And we willingly take these calls, provided the operator has treated us in a fair manner when it is his turn."

The difficulty arises from the fact that it is easy for the operator to phone in a service call in an emergency—but easy to forget to pay for it later. Antaya checked the firms that were active in the service field a year or two ago, and found that their rea-

son for quitting was usually "bad accounts."

There are an increasing number of machines which are not operating properly today as a result of deficient servicing, Antaya said. This can be attributed to the same cause.

### Lost Profits

"How much money can a new machine make when it is out of order?" is his question directed to operators. He pointed out that servicemen have been contacting an increasing number of locations where the owner is disgruntled because of poor servicing of machines, and that the mechanic has been told a machine has not worked right for six months. Such conditions will lead, naturally, to a desire to change the existing location arrangement.

"It is wise to flinch on a repair bill and lose a good location?" Antaya asked. "If the operator had treated his repair service in a fair manner, his machine would be in A-1 working order."

"Today, it is an easy matter for a location owner to buy his own machine, with a service policy. Don't let this happen. See to it that equipment is in good operating order."

The "bad accounts" problem here is not that created by the relatively small number of operators who have failed and quit the business, leaving a stack of bills behind them, Antaya said. It is, rather, caused by operators who remain active in the business but have been at least "slow" in their payments.

He was careful to note that this situation does not apply to a large number of operators and firms, but that his criticism is launched in "hopes that the rest will awaken and keep phonograph music the operators' business."

## Record Reviews

(Continued from page 40)

RATING	OVER-ALL	RETAILER	OPERATOR
		DISK JOCKEY	DISK JOCKEY

ARTIST	TUNES	COMMENT	
<b>POPULAR</b>			
<b>GENE COLIN'S QUARTET</b> Rondo 9217	<b>Too Thin Polka</b> The first hit with the wordage and the conception.		58-60-55-60
	<b>My Date Book Is Open</b> Original is used as an exaggerated schottische, but this doesn't hurt much.		47-48-47-45
<b>MERVIN SHINER</b> Decca 44221	<b>Hot Cottons!</b> Easter-line follow-up to "Roughly the R. M. Beldner" could score in pop, folk and kids field, with this second rendition leading the way.		88-88-89-88
	<b>Flippy</b> Another buoyant song, with slightly less impact aimed at the masses.		80-81-82-76
<b>BENNY STRONG ORK</b> Capitol 914	<b>If I Knew You Were Coming I'd've Baked a Cake</b> Time has come on like a jet plane, and Strong's happy, dance version is tailored to a substantial market. Should be one of the leading versions.		87-87-86-87
	<b>Does the Spearmint Lose Its Flavor on the Bedpost Overnight?</b> Strong makes a set out of a fairly silly novelty idea, and imprints it with his usual, fine dance beat.		77-78-76-76
<b>NAT "KING" COLE</b> Capitol 915	<b>Twisted Stockings</b> The propaganda may be appreciated by leg-conscious males, but on a song title it doesn't seem to make it.		69-72-68-66
	<b>Calico Blues</b> Highly engaging bit of exotica features hat chatting with only organ for accompaniment. Should be big with the Cole fans.		76-80-77-72
<b>PAT O'CONNOR-HAL GRAHAM ORK</b> Merch M-8048	<b>I Want a Fella</b> Moody novelty is recorded with a dead soul, but the strong heart beat to keep it lively. Too hard, in fact.		55-56-54-55
	<b>Midnight Melody</b> Thrush does a good job with a pretty minor melody, but the acting and recording are pretty sad.		55-55-55-55
<b>THE HOMESTEADERS</b> London 818	<b>Two-Faced Heart</b> Fine crowd scene employs unison gang vocal and banjo here. Could catch a wide measure of play.		79-80-78-78
	<b>Lynn's Kisses</b> Fine crowd takes the lead in a routine, formula country ditty. Group is used to stay effective.		72-73-72-72
<b>HERMAN STACHOW</b> Mercury 3273	<b>The Third-Man Theme</b> Full-bodied instrumental version of the film theme could go where the original Karan melody is scarce.		76-75-75-78
	<b>Under the Linden Tree</b> More music from the same film, but not available in either couplings with the main theme. If the other sides, this pleasant vehicle could make some money.		73-76-73-72
<b>LAWRENCE WELK (Dick Hill)</b> Mercury 3377	<b>Chopstick Polka</b> Sparkling little polka features some neat on-set work. Should be big with the Western sets and polka addicts.		79-80-78-80
	<b>You Are My One True Love</b> Lifting mid-Western waltz is done up in good juke style by vocal group, warbler and organ, with organ.		78-77-77-80
<b>RHYTHM &amp; BLUES</b>			
<b>JOHN LEE HOOKER</b> Modern 20-730	<b>Playin' the Races</b> Light blues on the theme of gambling is warbled and quivered by J. L. in characteristic Southern style. Not much in this one.		65-63-65-67
	<b>Howlin' Wolf</b> Slow, compelling blues job here in Hooker's most effective way.		77-77-66-78
<b>LARRY DARNELL ORK</b> Regal 3260	<b>Cod Bless the Child</b> Fine ballad, much in the spirit of "Summertime," is warbled with great taste and discernment by the fast-coming young warbler.		82-84-82-80
	<b>Pack Your Rags and Go</b> Swinging blues could be the follow-up to Darnell's "Far You, My Love" one.		84-84-84-85
<b>ERNIE FIELD ORK</b> Regal 3249	<b>T. Town Blues</b> Sophisticated blues vocal and organ doesn't register.		63-63-62-64
	<b>Baritone Shuffle</b> Smooth instrumental is nothing special.		47-49-47-45
<b>LITTLE WILLIE LITTLEFIELD</b> Modern 20-729	<b>Rockin' Chair Mama</b> Willie shoots a jump blues in high style, with hard hitting, comic support.		78-76-78-80
	<b>You Love Wain't So</b> Steadfast slow blues job here, as chanter pours heart and soul into his work. A-1 support again, with sterling instrumental work.		84-84-84-84
<b>TODD RHODES</b> Sensation 29	<b>Comin' Home</b> Jumper in top-swinging fashion features bary, tenor and alto. Stimulating fare, but too "progressive" for the mass market.		61-62-61-60
	<b>I'm Just in Love</b> Instrumental filler is more commercial than folk, with more emphasis on well-defined riff and beat, less on solos.		67-67-67-67
<b>MARVIN JOHNSON ORK</b> Capitol 857	<b>Save Me a Boogie</b> The boogie is fairly routine, but achieves a strong, driving beat.		78-79-78-78
	<b>Marganistic</b> Modern instrumental is built on an attractive riff and generates a solid drive. Fine dance side.		72-74-72-71
<b>TOMMY DOUGLAS ORK</b> Capitol 858	<b>Lights Out</b> The Douglas crew slices a moody, bluesy riff in the "Tuxedo Junction" vein which could win rhythm fan action if only for a familiar sounding theme and steady-as-a-rock beat.		83-83-82-83
	<b>Douglas Boogie</b> Best baritone sax wailing-and-bobbing solo thru a persuasive bit of small band swinging blues. Real rouser in the "Carnegie Recital" vein.		83-83-82-84

(Continued on page 124)

## MUSIC OPERATORS

Get in touch with Mr. Edelman—will be at the Morrison Hotel with samples

### CONVERSIONS FOR YOUR BOWLING ALLEYS

For the following: United Shuffle Alley, Betty Shuffle Bowler, Rock-Ole Shuffle Lane, Kennedy's, etc.

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## *to the Music Operator!*

He is ambassador to the heart of America, a bringer of food to the music hungry, a dynamic sponsor of joy.

He seeks out new points and places and stations for his equipment, opening avenues of revenue to merchants who never expected this windfall when they began their businesses. He brings life into these places—people, song, and laughter—and four hundred thousand of them feel an extra touch of human warmth because the music operator has been there.

He is the producer whose show can never stop; day and night, month after month, his boxes must keep on playing. He is a vassal of the telephone, a slave to public fancy, dashing from here to there to keep his machines perpetually turning, shuffling his black wax discs to serve a satisfying menu to countless special appetites.

In twenty years he has become a public servant, unique and indispensable, but his service is anonymous. The cheers and gratitude his equipment elicits are never heard by him—the credit and the Oscars go elsewhere. Yet he loves his work and glories in its nature, and would not trade its excitement and challenges for any other calling.

AMI salutes him, his greatness and his strength, and wishes him a forever of continued health, physical and financial. AMI has never tried to force on him products he doesn't need and cannot use profitably. AMI here and now re-affirms its trust: to continue to build for him the kind of equipment that will make his life and work freer from care, decrease his troubles, and increase his rewards.

**AMI** *Incorporated*

## Fractional Coinage Drive Gathers Steam in Congress

WASHINGTON, March 4. — The strongest drive for fractional coins in years was launched this week as four senators, three of them members of the Banking Committee, introduced a bipartisan bill calling for the minting of 7½ and 2½-cent coins.

Formally presenting the measure on the Senate floor was Glen Taylor (D., Idaho). Co-sponsors of the bill are Senators Sheridan Downey (D., Calif.), who has another coin bill pending; Harry Cain (R., Wash.), and Homer Capehart, R., Ind.)

Taylor is second-ranking member of the Senate Banking and Currency Committee, to which the bill was referred, and Cain and Capehart are minority members of the group.

### Press for Hearing

The four sponsors of the coin measure announced that they will press Committee Chairman Burnet Maybank (D., S. C.) to call hearings this session. Since the committee has finished its lengthy hearings on housing legislation, its agenda is comparatively free, and hearings could be started

within the next few weeks if Maybank is willing.

The dimensions and weight of the proposed coins would be left up to the Bureau of the Mint under terms of the bill. Mint officials have frequently expressed opposition to new coins, but have stated they would make any if authorized to do so by Congress.

Despite the prestige given the drive for new coins by the senators sponsoring the bill, the odds are still against enactment of any coin bill this session. Even if the most recent measure should be passed by both Houses, it could still be blocked by either of the congressional appropriations committees which would have to approve additional funds for the mint to pay for coining any new denominations.

### Other Bills

More coin bills have been introduced in the 81st Congress than during any other session of the last decade. Pending in the Senate Banking group besides the new measure are a similar one by Downey and two by Sen. Warren Magnuson (D., Wash.) authorizing 3-cent and 7-cent coins.

The House Committee has a bill by Rep. Clair Engle (D., Calif.), calling for a 7½-cent; one by Rep. John McCormack (D., Mass.), authorizing a 7-cent, and two by Rep. Wright Patman (D., Tex.), authorizing a 12½-cent and a 6¼-cent piece.

Most of the pressure on Congress for new coins has been exerted by the American Institute of Intermediate Coinage (AIIIC) and its chairman, Edward Mehren, who is also president of the Squirt Company. A number of vending and juke interests have also expressed interest in new coins.

See page 72

## Mottr City Op Alluvot Stresses A High Standard of Service

(Continued from page 114)  
man for AMI, starting in 1931. He went into business for himself in 1936. Today he operates 230 juke boxes and has a dozen assorted pieces of arcade equipment.

### No. 1 Factor

Alluvot is like most Mottr City managers—opposed to the use of much special promotion at the point of sale. "The best service is the most important way of maintaining volume business and keeping locations. An analysis of his practice shows that the service work, as he plans it, affects, directly or indirectly, the impression made upon the customer or location owner.

His business is conducted from a year-old, centrally located structure, with 43 feet of window space in the front, providing a light and inviting salesroom. The front portion is trimmed in knotty pine, with Weltex in toned quarters on the upper wall. Other floors are in the same tan asphalt tile lighted by suspended fluorescent fixtures. A stockroom and the general offices are separated from the salesroom, with impressive private office further back, together with a small office for his salesmen where their reports and other office work can be handled conveniently. In the rear is the large service department and stockroom. Special stockroom is provided for records.

### Public Display

In the front salesroom, extending the width of the building, are a dozen or more juke boxes of different models, old and new, making an impressive showing for the passerby on the main highway—or for the location owner who comes in to visit. This attractive front in itself does a great deal to impress upon Detroiters the significance of the juke box business here.

The stockroom carries an inventory of about \$4,000 in parts. The practice is to buy in quantities, 100 cases of bulbs or 1,000 tubes at a time, assorted to take advantage of the best available discounts, including the cash discount. The result is that operating costs are kept to a minimum and there is never a delay because of any standard item being out of stock. This is part of the background of the service operation.

This emphasis on the mechanical department is indicated in Alluvot's attitude toward a new machine. He feels that only the operator who has a good mechanical background is in a position to deal with a new model to maximum satisfaction. There may be some "bug" which may not be too serious but requires a good mechanical sense to uncover, and it is expensive to have this kind of work done by someone else.

### Diversified Phonos

Accordingly, Alluvot buys a few machines of each new model that is brought out by the principal manufacturers. He has about 40 pieces of each of the leading makes. This diversification of makes and models enables him to meet the needs of each type location manager and that would be possible with a more restricted selection. An older model of a make unfamiliar to a location owner may please him better than the newer model to which he has become accustomed.

Customer satisfaction is assured by a rigid policy of switching machines once a year, whether the location owner asks for it or not. The ideal solution is to take out the machine before he asks, because he will appreciate this unsought consideration all the more.

Switching machines is one of the few specific things that will stimulate play in a location, Alluvot feels. Occasionally he has been in a hurry to persuade an owner to let him change the machine because he was quite satisfied with the old one. The changeover has been found to stimulate play on the machine. All ma-

chines taken out are cleaned and overhauled.

Keeping machines on location clean and properly lighted, in good operating condition, and constantly applying fresh records are the same general location policies followed by Frank's Music.

Another, Jack Alluvot, does the record buying, spending two days a week listening to the new numbers, gauging their pulling power, and trying to keep ahead of the game. Trial order is for 25 records, occasionally up to 100 on sure hits. The objective is to buy so far ahead that the firm is already reordering by the time a number becomes a hit.

A standard budget of 15 per cent of the gross take is allotted to purchase of new records. Frank says, "If you're going fishing you want to take along plenty of bait. If one kind doesn't work, have another ready to try."

Records are changed every week on all machines, except a few inferior ones which are kept in stock every two weeks. Placing an average of five to seven new records on the machine each week gives the public incentive to keep coming to the juke box to see and play "what's new."

### Cleanliness

Cleanliness of machines on location should be taken for granted, but experience indicates it cannot be. It is the serviceman's job to see to this, and regular weekly servicing makes it possible. As Frank remarked, with feminine patrons responsible for a large portion of the nickels put into juke boxes, the operator gets left with a girl in a nice dress will not approach it is driving away his trade.

Special attention to service calls is given on Friday, Saturday and Sunday, the top nights when the machines are in great demand, and a unit out of service means not only lost nickels but lost goodwill which is even more valuable. A telephone answering service picks up any emergency calls in the city calls in frequently to take care of any emergencies.

### Location Relations

Tactful handling of location "beefs" is another important angle. Recently an irate location owner came into the store. Alluvot talked over a lot of things, besides his specific complaint, until it became a really friendly conversation, and the complaint could then be adjusted calmly on its merits.

To meet television competition, Alluvot suggests to the location owner or bartender that a policy of complete concentration on video, and boxing programs on wire, but cutting out the audio. The result is normally an increase in the actual play on the juke box during this period. Experience here indicates that television sets may lead to frequent arguments between customer who prefer a different program. He advises keeping tele on only for sports events and for a few outstanding shows. In the actual bar owners learning that video tends to arouse some ill will among a few customers, as well as taking the location owner's side, he has found television can be replaced to an extent by the "old-fashioned" juke box, which will also give them an income.

Alluvot does not believe in calling on locations that are using boxes. It is natural for the bartender owner to make a complaint when the machine owner comes in, and this friction can be handled at the proper level, and becomes serious only if the serviceman. Moreover, the bar owner tends to expect the operator to spend substantial money when he does make a call and this is not feasible under the present scale of machine earnings.

New locations are secured thru advertising in the local papers and thru the regular routemen who

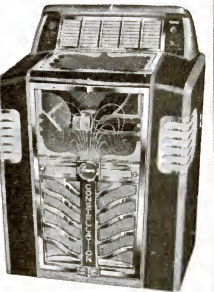
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For your successful and inspiring meeting

It was a privilege to have been a part of your conference, and we heartily pledge our support to your future conventions.

We are sincerely grateful, too, for your reception of

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20 RECORD,  
40 SELECTION  
CONSTELLATION  
PHONOGRAPH**



If you were unable to attend your M. O. A. Convention, visit your Evans Distributor or write Factory direct. Learn why operators are so enthused about Constellation's advanced design and year-after-year performance features. Learn why so many music men agree that Constellation's 40 Selections has proved most profitable to operate.

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SEE OUR COIN MACHINE AD ON PAGE 140



which new sites. These are reported to Allovot, who calls on the owners himself, but rarely makes over two calls a week on such new prospects, following a policy of slow rather than sudden rapid expansion. Most new locations come thru the recommendation of a location owner already serviced by the company.

Rental of machines for private parties is another small but steady source of income. A large sign on the premises carries a rental message to the public. Often a machine is given free for a night to a school or veterans' organization. If the crowd likelihood is promising, the machine is the sale of old models, minus coin chutes, is a common source of extra revenue that has been made an important salvage operation here. Dressing the old models helps a lot. For instance, a 1936 model Wuritzer now on the floor has been cleaned, rearranged and covered with a new bright red plastic that looks like upholstery. It will be sold for a home recreation room at \$150, far above the actual cost. It is placed in the regular used coin machine market.

A little mechanical ability, again, helps a lot. Several machines are taken out of the original boxes, overhauled and placed in a standard metal cabinet for use as a hideaway. For such use as good, the more expensive machines and provide an excellent way to salvage the investment.

These practices tie in with Allovot's basic thesis that "service means sales" and is about the only effective means of merchandising possible to standard juke box operation.

#### Report Forms

Frank's Music maintains a close and friendly control over each location operation thru a simple but well-designed report forms. There is, of course, the basic service department report on each call, giving a list of the work done and the important meter readings upon arrival and departure.

A four by six-inch index card is used for the data filed along with the report. Each card is serially numbered and filed in a binder by street number, so that full location information is available the instant a call comes in. This shows the meter address, phone number, machine serial number and model, route representative, collection day, and commission arrangement.

Each collection report is turned in on a form showing full data on collection, payment to location, meter reading and other charges, service charges and location plays. From this the important location ledger is posted.

There is a separate ledger volume for each routeman. The meters are filed in the book, grouped according to make of machine, and then by street address. They show, in sequential order, the number, location from machine, amount paid to customer, amount taken by collector, meter reading forwarded, meter reading in collection, amount spent for tests, special service tests.

#### Serial Number Check

The book serial number is used to assure that every collection is reported on. The routeman forgets to turn in one of the missing serial number is quickly spotted by the bookkeeper. The book itself is made out in this way for the collector, who takes the location owner and the operator's office. The third remains in the book which is locked in the machine. In the office the location owner is given visual proof of any transaction by having the route representative take the book out of the machine and check with him at any time.

The amount of the total income can be quickly checked by multiplying the amount of meters reading by five, after adjusting for tests. The payments to the location owner, the gross earnings to the operator, or the total machine may be quickly added as desired for any given period to determine whether a location is functioning profitably. It will be obvious where attention should be directed in order to increase profits.

## Strikes Smack Industry; See Slow Recovery

### Mrs. Cart Work Week

(Continued from page 105)

the country, based on past performance. The union labor difficulties placed large holes in the unemployed lists, indicate that it takes at least three pay days after operators return to their jobs before the amusement spending returns to normal. On this basis, operators looked forward to at least another month of lower grosses, even if they may in the way of an early settlement of the coal strike.

To open in these areas where industries other than coal have been affected, say it will take them even longer to recover, as fuel will have to be imported, he predicted, before they can return to a full work week.

## Calif. Music Ops Feted at Party

(Continued from page 114)

Scheduled as extra numbers were To Love a Dream, Ted Mossman on Fontaine; Seid My Peppas, Martha Tilton and Harry Bahbit on Coral; Fats's Gold, Morgan & Blair, Cormac; Dust, Jimmy Wakely on Capitol; Corney Canyon, Russ Morgan on Decca, and Where's Belong, penned by Mickey Rooney and featuring Vic Damone on Mercury. Incidentally, Rooney, who was slated for a guest spot, was unable to make an appearance.

Recording reps attending the preview included Joe Mathews, Capitol; Wally Coleman, Crystal; Al Sherman, London; Mike Kurian, Four Star; Les Palmer, Mercury; Joe Perry, Coral; Phil Wood, Victor; Vic Guarino, Decca, and Al Sherman, King.

Operators attending the shindig included Earl Cole, L. P. Wilson, Mrs. Harold Aberle, Colonel L. Wilson, Louis Olson, Winifred Cole, Melba Kindig, Harold Turner, Earl Jones, W. A. Deansbury, B. Bloomer, George Falt, Mario Iriarte, J. F. Murray, H. A. Buchart, Lawrence Brothers, Earl Bryden, Jack Deloit, William Muchnick, Meri Van Lydegraf, H. C. Rutherford, Ivan Flynn, Ray Powers, Fred Maffie, E. W. Ream, Roy Jones, Lee Walker, Frank Lantz, Jack Goodman, Janice Vaughn, Bob Young, L. C. Uhl, Cliff Jones, Julio Quines, W. R. Hunt, Abe Rhein, Warren Clemens, R. R. Snyder, Ole Olson and Margie DeMarco.

First door prize, an electric toaster, was won by Mrs. Rusty Jones; second prize, an electric toaster, by Abe Olson; third prize, a record player donated by RCA Victor, was won by Warren Clemens.

Refreshments were served the gathering.

The next preview party will be held in two months.

## First MOA Meet Gets Under Way

(Continued from page 114)

has his hours between 2:30 and 10 p.m. daily.

On the social side will be a preview of the new 20th Century motion picture, "The Three Musketeers," at the Monroe Theater Tuesday night at midnight. The screening will be followed by a small party given by the film concern.

Tickets for the Breakfast Club, Welcome Travelers, Two-Ton Baker, and other shows will be available, as will duets for the Al Morgan TV show Tuesday night.

## FOLK TALENT AND TUNES

(Continued from page 15)

being announced January 6, which was his 47th birthday and the 11th anniversary of his "Saddle Sencan Hit Parade."

Big Jim DeNoone (4 Star), 6-foot, 7-inch singer and d.j., has a Western swing band touring thru California and is on KDON, Salinas. . . Uncle Ervin Victor has moved back to Chicago, where he'll do his five hours of d.j. nightly over WGN and continue his three hours daily over WOR, New York, transcribed. . . Harry (Mushmouth) O'Connor, of KMAC, San Antonio, has started his own half-hour video show weekly over KEYL, San Antonio. He is using Jack Tom and his Tomcats and chirp Francis King. . . Ed Klein, WWXL, Peoria, Ill., has been giving his listeners a little background and information on country music. . . Reports excellent reaction. . . George Sanders, KFVD, Los Angeles, reports that he will cut two sides for Cormac. He has four sides out on Carnival. . . Rosalie Allen, WOV, New York, reports that little Tommy Jackson will do an album of fiddle square dance numbers for Decca. . . Del Stalder, of KCMO, Kansas City, Mo., reports that his show is now 90 minutes daily. Milt Dickie will suit him for the next month when he joins a KCMO jockey to Europe. . . Uncle Herman Powell, WFSF, Thomaston, Ga., is doing a daily live show over the station with his Melody Ramlers. Band is an eight-piece outfit. . . Bob Atcher (Columbia) has started a half-hour live and d.j. shot daily over WLS, Chicago. . . Ted Brown, Chicago disk jockey promotion man, is taking over Lulu Belle and Scotty, in addition to Capt. Stubby and the Buccaneers.

Foreman Bill and his fru, Rossa, KYA, San Francisco, are the writers of "The Gods Were Angry With Me" . . . Johnny Lingco and His Blue Ridge Mountain Boys have settled for the winter at WAGF, Dothan, Ala., according to Lamar Trammell. . . Jimmy Cherry, KFOX, Winston-Salem, N.C., reports that the "Texas Tiny Bogies" has been released on Cormac records in his honor. . . Ed Tracy, of WGAC, Augusta, Ga., reports that he's added 75 minutes daily, making a total of three hours per day for him as a country music spinner. . . Wade Hainer (King) is joining the station. . . Ed Denkems, WGRD, Grand Rapids, Mich., is building a roadshow of local talent to do some p.a.'s in the vicinity. . . Rosemarie Moore will be singing and dancing at a large Roberts, of WEA, Deccatur, Ga., reports that Wade Hainer (King) is joining the station. . . Ed Denkems, WGRD, Grand Rapids, Mich., is building a roadshow of local talent to do some p.a.'s in the vicinity. . . Rosemarie Moore will be singing and dancing at a large Roberts, of WEA, Deccatur, Ga., reports that Wade Hainer (King) is joining the station. . . Rosealie Allen, WOV, New York, reports that Jimmy Wakely did a three-hour appearance at her record store in Kansas. Becoming a larger crowd, he will be asked to stay three hours instead of a scheduled one-hour autographing party. . . George Lorenze, WJLL, Tonawanda, N. Y., is now doing a Saturday morning live show with the Three Strings, Ramblin' Lou and the Three Boys. . . Wally Colvin, WCKY, Cincinnati, reports that the "National Barn Dance," the ABC web show out of WLS, Chicago, February 25, and Tennessee Ernie is set for March 11, according to Cliff Rogers, WHKK, Akron. . . Don Davis, of WCKY, Cincinnati, reports that Homer Johnson (MGM) has turned d.j. at WTOP, Newport, Ky. . . Ted Napkin, of KRCT, Baytown, Tex., reports that his station is carrying a weekly remote from a local artist, featuring Jerry Iry (MGM). . . Wally Colvin, program chief at KNOZ, Houston, reports that his station is now carrying 10 1/2 hours per day of country music. Any toppers? . . . Harry (Mushmouth) O'Connor, KMAC, San Antonio, reports that he is promoting the 4 Star all-star tour in his town March 7-8.

Russ Barnes, WOLF, Dothan, Ala., reports that Bobby Jones has reorganized his Pine Valley Folks, with his fru, Crisco on bass and Little Betty Deal on rhythm guitar. . . Sonny Cisels, Decca Moore's secretary at KXLA, Los Angeles, reports that Little Slaught, featured on Moore's KECA-TV airings, has two parts in forthcoming flickers. . . Foreman Phillips is back doing his four-hour Friday night live show over KRKD. . . Deacon Moore is working an album, show Sunday nights at the Grand Ballroom, Compton, Calif. . . Van Lee, KEEN, San Jose, Calif., reports that he is starting a "Santa Clara Country Cowboy Roundup" as a Sunday feature. . . Les Carroll, WYLS, Marianna, Fla., reports that his station is reviving its Saturday afternoon hillbilly jamboree, with all the station's live cast featured.

Jon Farmer, WAGA, Atlanta, reports that Georgia Boy Jake Pitts is now heard daily on WAGA. Bob McCoy, of the McCoy Bros., has left the act to start his own commercial fishing boat business at Sea Island, Ga. . . Cecil Griffith and His Young 'Uns have moved from Knoxville, Tenn., to Atlanta. . . Jack Whittle, Griffin, Ga., reports that Jack Fina's "Spaghetti Rag" (MGM) is a big h. b. request. . . Jim Lupo, WROM, Rome, Ga., reports that Earl and Bill Belick (Victor), the Blue Sky Boys, have joined his station cast. . . Jerry Lee, WTKR, Norfolk, Ky., reports that the "March of Dimes" (Decca) "March of Dimes" February 4 when he emceed a live h. b. show, featured 10 acts, from the steps of the courthouse there.

Artists' Activities: Dee Kilpatrick, formerly of Capitol's Atlanta branch staff, is now assistant to Lee Gillette, the diskery's country music boss. . . Wesley Tuttle and Capitol parted company February 1. . . Bill Flansburg and His Western band are working the Hotel, Vault and the Pickle on a weekly show. . . Earl and Bill Belick more sides for Capitol February 7, as did Randy Blake, the WJLD, Chicago, platter spinner. . . The entire folk music cast at WSB, Atlanta, has received its two week ban. . . Nancy and Martha Carson (Capitol) recently moved from WSB to WNOX, Knoxville. WSB intends to drop all its live country music segs.

Please address all communications to Johnny Sippel, The Billboard, 148 W. Randolph St., Chicago 1, Ill.

# TABLETS AND SHUFFLE

## Large Op Concentration in Chi Seen Boosting Sales; Strikes Hit Board Grosses

### Labor Situation May Cause Tournament Planning Delay

CHICAGO, March 4. — Influx of operators to this area during the next four months for the Music Operators of America (MOA) convention March 6-8, the American Coin Machine Manufacturers' Association (ACMMA) convention May 22-24, and the Coin Machine Institute (CMI) convention June 26-28, is expected to play a material part in a large-scale revival of the shuffleboard biz, a check this week revealed.

With shuffleboard business in general showing a gradual upswing during recent weeks (also slowed down by the labor difficulties), manufacturers feel operators will again start buying boards when they visit Chicago for one of the coming trade shows.

#### Strike Effects

Shuffleboard play was affected by the labor situation throughout the country this week, but in one respect favored better than most amusement equipment. League play continued unabated, despite the layoffs, as most players have already paid their fees, and schedules were not interrupted.

On the other hand, tournaments which were in the offing later this month and during the April-May season, appear to be temporarily in the discard until the strikes, layoffs and power cuts are over. Actually, it is estimated it will be at least one month from the date the strikes are settled before play will be back to normal.

#### Suppliers Active

On the supplier front, shuffleboard equipment sales have been on the increase. Scoreboards are moving at a slow but steady rate, while the Exhibit Supply and Metro-Electronics conversions units have been moving in greater volume. Wax, weights and other supplies along those lines are also in steady demand, firms report.

On the league front, Standard Shuffleboard Congress of America (SSCA), American, and National continue active, with field men continuing to set up new games and conducting play on already established fronts. At the present time

### Orkstr Shuffles

CHICAGO, March 4. — Lawrence Welk, one of the top ork leaders in the country today, has become a shuffleboard enthusiast so much so that his home here now boasts a full-length regulation board. Unit was sold to Welk by Julian Crum, Shuffleboard Specialists' exec, who said the board delivered to Welk was a de luxe model of the official shuffleboards used in league play.

In commenting on the use of the shuffleboard at home, Welk said: "It certainly has helped to pass many cold, wintry evenings at home. The youngsters love the game as much as the older folks and it has become quite natural to have friends drop in to play the game during an evening."

there is every indication that at least one large tournament will be held this spring or in early summer. Player and location interest in large-scale tourney play, with substantial cash awards, is growing, and it is certain that if enough interest is shown, at least one manufacturer will underwrite such a meet, even if it meets an expenditure running upwards of \$15,000. This money would be channeled off to advertise and promotion for the game—an expenditure that is considered vital to the future of location shuffleboard.

## PUCK PATER

### Chicago:

Col L. Lewis is back from an extended tour of the Southern States for Mero Industries. Despite the adverse rumors from some sections of the country, Lewis said shuffleboard is still on the upgrade and due for a noticeable upswing in play within a few weeks. He also observed that the Metro-Electronic conversion unit Metro-Bowl was popular with Southern players.

Phil Cohen, Shuffleboard Specialists, says there is a definite upswing in business despite the trying circumstances brought on by the coal shortage. His firm is running a special on new shuffleboards in an effort to keep the ball rolling. The board lists for \$200 equipped with a maple top. Cohen's firm is also getting good results with its coin-operated scoreboard. It can score up to 50

## Player Interest Keys Matches As Mero Ends League Schedule

CHICAGO, March 4.—Highlighted by the sustained interest of players down to the final matches, Mero Industries closed its 18-week League 1 shuffleboard schedule here this week with team and individual players from the Grove Inn winning top prizes. Cash prizes, totalling \$1,460, were awarded. Of this amount, \$1,220 went to teams and \$240 was set aside for individual performances.

Mero officials stressed that the league proved popular both with patrons of the 10 locations participating and with those of surrounding locations in the South Side area where the league play took place, despite the absence of organized promotion. They added that when the league schedule is resumed later in the year in all probability several leagues will be formed in Chicago to accommodate

the numerous locations which were without leagues.

#### How Played

During the 18 weeks of competition, each of the 10 teams played 216 games. The matches were held Tuesday nights and 12 games were played by the competing teams. All teams had 10 players. They were divided into four doubles teams and two players served as a spare combination of the doubles teams, competing on a given night played three games.

By finishing at the top with a 166 won and 50 lost record in the 18 weeks of play, Grove Inn players shared the \$500 first place prize. Crystal Tap with a 145-77 record won a \$300 second.

(See Player Interest, opp. page)

## Conn. League Holds First Sports Night

### Shufflers Entertained

BRIDGEPORT, Conn., March 4.—More than 500 persons attended the First Annual Sports Night of the Bridgeport Shuffleboard League held at the Schwabacher Mannerchor Hall on French Street here last week.

The program included sports movies, songs by the Park City Quartette, and personal appearances of Mayor Jagger McLevy; Jimmy Rooney, featherweight boxing contender; Johnny Mason, his trainer; Bobby Sherwood, of the Bridgeport baseball club; Frank McGee, member of the Bridgeport Board of Education and Democratic town chairman; Dr. Cyril E. Blaney; Chet Glatchuk, former All-American football player; Louis Bogash, boxing referee, and Freddie Reichert, one of the city's outstanding athletes.

Julius Bues was chairman of the event and Ray Weaving, representative of the American Shuffleboard Company, was co-chairman.

## Edelco Prez Ups Production; New Unit Announced

DETROIT, March 4.—The most optimistic heard in this area in a long time was sounded this week by Henry Solomon, newly elected president of the Edelco Manufacturing & Sales Co. Solomon has announced the adoption of a second shift of production employees for the factory here, in order to speed up output of amusement games, conversion units and shuffleboard scoreboards. In adopting the two-shift system, Solomon pointed to a marked upturn in orders. Cosplay Solomon said is contrary to the trend of many business firms in the city.

Major reason for the changeover is the introduction of the new conversion unit which is being placed on the market for various shuffle games. The new unit has a series of ten pins, made of attractive colored plastic, which light up when the game is played.

## Calendar for Coinmen

March 6-8—Music Operators of America (MOA), annual convention and exhibit, Palmer House, Chicago.

March 7, 21—Music Operators' Association of Indiana, Inc. (MOAII), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.

March 7, 21—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

March 9—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Macabees Building, Detroit.

March 9—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

March 9, 16, 23, 30—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bonh, Hartford.

March 23-31—National Association of Tobacco Distributors (NATD), annual convention and exhibit, Palmer House, Chicago.

March 25—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

March 30—Michigan Self-Service Laundry Association (MSSLA), regular dinner discussion meeting, Leland Hotel, Detroit.

April 3—Amusement Machine Operators of Greater Baltimore (AMOG), regular monthly meeting, 2441 North Charles Street, Baltimore.

April 5—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Houston Chamber of Commerce Building, Houston.

April 6—Washington Music Guild, Inc. (WIMG), monthly meeting, Washington.

April 20-21—National Peanut Council (NPC), annual convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 24-27—American Management Association (AMA), 19th annual packaging exposition, Navy Pier, Chicago.

May 22-24—American Coin Machine Manufacturers' Association (ACMMA), all-industry exposition, Hotel Sherman, Chicago.

(Association officials are invited to submit convention and scheduled meetings information to The Billboard, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

**PLAYER INTEREST**

(Continued from opp. page)  
and team prize. Sheehan's Tavern players finished third with a 131-85 record and split \$200, while Les and Ruth's (tavern) league players shared \$100 for finishing fourth after winning 125 and losing 91 matches. McCabe's Tavern, a league champion last year, completed the first division standings with a 122-94 record, good for \$50. The remaining five teams finished as follows: Joe Gavril's, 6th (107-109), \$25; Sandy's, 7th (91-125), \$15; Cahill's, 8th (72-144), \$10; Mel Ray, 9th (60-152), \$10, and B & J, 10th (57-155), \$10.

**Gill Top Player**  
Grove Inn's Bob Gill, competing in the full 54 game schedule for individuals, was the winner of the \$100 top prize in the individual standings. In the 18 weeks he tallied 705 points or slightly better than 13 per game. The \$50 second prize in this division went to R. Nerman, of Cabill's. He competed in 39 games and racked up 463 points or just under a 12 point per game average. Crystal Tap's J. Johnson won the \$25 third prize, B. Goetz, of Les and Ruth's, the \$20 fourth prize, and E. Sommers won \$15, finishing 6th. The following won \$10 each, finishing 6th thru 10th: G. Sheehan and M. Wheeler, both of Sheehan's; J. Rossiter, A. Gruetter and B. Duckett, all of Grove Inn.

**PUCK PATTERN**

(Continued from opp. page)  
can be had for the music convention at the Palmor House beginning Monday (6).

Over at Monarch Shuffleboards, all hands are moving double time to keep up, with refinishing orders. Clayton Nemeroff says that there is plenty of optimism for increased business during the next couple of months. Monarch's Detroit office manager, John Moss, was a recent visitor.

**Milwaukee:**

Carl Happel, head man at the Badger Novelty, reports a recent boost in shuffleboard sales. The gain he says, is due to recent formation of league activities in locations. Some alert operators, he reports, are taking the initiative in the formation of these leagues which are beginning to pay off. Badger Novelty also boasts that their parts and supply department is the largest and most completely stocked organization in the State. In charge of this division is Ray Van Toor.

**Detroit:**

George Hester Jr., heading Co-Operative Sales, is using special location cards similar to point-of-play (See Puck Patter on page 120)

**BARGAINS GALORE!**

**YOUR CHOICE \$89.50**

- Dale Guns
- Gliders
- Pro-Scorers (2 for \$89.50)
- Advance Rolls (3 for \$89.50)
- Total Rolls (3 for \$89.50)
- Mills Four Bells
- Bubbles
- Mimi 3 for \$89.50
- Kilroy

**USED SHUFFLEBOARDS**

VALLEY  
ROCK-OLA  
MERCURY  
(Maroonite)  
NATIONWIDE  
**\$75**  
AND UP

**Shuffle Bowling Conversion Kit "SUPER-LITE"**

Fits all games—no soldering—Numbered Pins—Colorfully lighted plastic pins.  
**\$19.50** per unit

**SHUFFLE ALLEYS**

Reconditioned—Ready for location  
**\$189.50**

**WANTED**

**CITATIONS AND LATE 5-BALLS**

*New Improved*

**"METRO-BOWL"**

For Regulation Shuffleboards—2 Games at one time—1 to 8 players—Easy to install.

**\$147.50** per unit

\$30 extra for coin-operated



TERMS: 25% with order, balance C.O.D., F.O.B. Chicago.

**PURVEYOR SHUFFLEBOARD CO.**

4322-24 No. Western Ave.

Chicago, Ill.

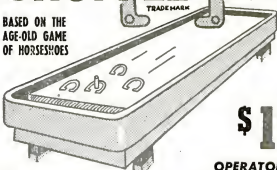
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**PITCH NEW EARNING POWER INTO YOUR SHUFFLEBOARDS**

**SHUFFLE-SHOE**

BASED ON THE AGE-OLD GAME OF HORSESHOES

ALL FOR ONLY



**\$18.50**

OPERATOR'S PRICE

**HOW IT IS PLAYED**

Slide the 3" shoe to peg at other end of board, and make a "ringer" or get as close to peg as possible.

Use present electric or pad scoring equipment.

Faster than regular shuffleboard and much more exciting!

**HOW TO INSTALL**

In less than 3 minutes! Bore a hole in each end of board. Push in steel pegs and you're ready to play. DOES NOT DAMAGE THE BOARD. Pull out pegs and play standard shuffleboard!

Fits any size board!

**LOOK WHAT YOU GET**

- 6—1" Horseshoes.
- 2—Steel Pegs.
- 2—Rules Cards.
- 2—"Play Shuffle-Shoe" Advertising Cards.
- 2—"10¢ Per Player" Cards.
- 1—"14" Ruler: Fits over peg for measuring shoe length from peg.
- 1—Diagram & Installation Instructions for peg.

ONLY \$18.50 OPERATOR'S PRICE

**King-Pin**  
EQUIPMENT COMPANY  
NATIONAL DISTRIBUTORS  
826 MITT St.,  
Ann Arbor, Mich.  
Quantity Discount To Distributors

**WEAR TESTED AND PROVED!**



**SLICK®**  
**Shuffleboard Wax**  
65% Less Abrasive Than Any Other Wax\*  
CONTAINS NO PLASTIC

PLAYERS everywhere prefer the slick, uniform, accurate game which they get with SLICK Shuffleboard Wax. OWNERS prefer SLICK too, its special, quality composition triples the life of the Shuffleboard top.

For SHORT-TABLE SHUFFLEBOARD — SLICK keeps weights alive and under control on shorter playing surface.

\*Based on U. S. Taping Lab. Report.

**SLICK SAM SAYS: "Watch Out for a Fast Count!"**

So-called "waxes" composed of Plastic, are now advertised to produce a "super-fast" board. This accused speed makes for an inconsistent game and hurts players' accuracy. Plastic actually is harder than your Shuffleboard top. This harsh abrasive action greatly reduces the life of the Shuffleboard top. It scores and pits the surface. Use SLICK Shuffleboard Wax for the fast, controlled game your regular players prefer.

Sold This Distributor Only — Territories Open

THE **SLICK SHINE** CO.

Manufacturers of Quality Waxes, Polishes and Cleaners SINCE 1901

207-15 ASTOR ST., NEWARK, N. J.

Factory Distributors Rock-Ola **SHUFFLE LANE, SHUFFLE POOL and All Other Games**

**\$200** NEW 1950 DELUXE SHUFFLEBOARD WITH NEW MAPLE TOP

None Better Made. Finest Materials.



New Maple Tops, \$125  
New ELECTRIC SCOREBOARDS Now \$95  
Used Shuffleboards, New Tops, \$75 UP  
LITE-A-PIN Converts Your Shuffle-Type Games to New Games—\$150  
**SHUFFLEBOARD Specialists**  
1114 S. MICHIGAN AVE., CHICAGO 5, ILL.  
PHONE: WE 8-7547

New Non-Rust Hard Chrome Finish  
Pockets (6), 5/8" Bored  
Fast (12), 3/8" Bored  
5/8" Chrome  
\$10

# COIN MACHINES YOU KNOW

## New York:

**Lou Forman**, president of the just-formed New York Coin Machine Institute, circulated a letter among local operators last week urging them to join the new group. While the association hopes to include game and vending ops among its members, the main emphasis for the time being is on phonograph operators. Manufacturer and distributor signees will form a separate segment of the new org.

A few weeks ago, the Shell Oil Company purchased two shuffle-type pin ball games from Mike Mures to convert into quick-play, audience-participation games. They were to be used to attract attention to industrial displays. First shown at meeting here last week for Shell sales reps, the games will be featured at the firm's booth at the Southern Paint Show in Memphis next week.

**Sal Trella**, of Elkay Music and secretary of the Automatic Music Operators' Association, was hospitalized last week. He will undergo a minor operation. . . . Another local last week was **Irving Snyder**, of Snyder Automatic Music. . . . **Charles Bernoff**, of Regal Meters, has returned from a Florida vacation.

**Jack Bemel**, vet coinman, has joined **Dave Lowy** in a new amusement game route. They are adding new pieces weekly. . . . **Howard Kass**, of Automatic Stores, Newark, N. J., is glad he carries commercial life insurance. Three of his route trucks cracked up last week while making their rounds on icy roads. Kass operates drink machines, coffee, cigarette and candy equipment.

**Walter Behm** has purchased the phone route of **Sam Marks**. He is now operating it under his own name. . . . **Nat Goros**, head of Commercial Amusement Service, has taken new offices at 2645 Avenue C. . . . **Ray Knoss** has moved into the new home he acquired in River Edge, N. J. Knoss operates the Lincoln Music Company.

The Cigarette Merchants' Association (CMA) probably will not hold a banquet this year, according to reports. For an annual event that brought together Eastern cigarette ops, equipment manufacturers and suppliers. Another change in CMA plans being considered is to bypass the org's annual spring outing, usually held at a Catskill resort, for a cruise in Southern waters. **Matty Forbes**, CMA topper, is vacationing in Florida.

The delegation of ops from this area who will attend the Music Operators' Association convention to include **Al (Senator) Bodkin**, of Forest Hills Automatic, and **Joe Connors**, of Connors Automatic Music. Some had to cancel plans to attend (See New York on page 134)

## Vital Statistics

### Deaths

**Lavinia Chrest**, widow of **John Chrest**, executive vice-president and general sales manager of Exhibit Supply Company prior to his death June 1948, in Chicago, Penn., 58. Interment in Newport, Ky.

**Fred W. Gigax**, 73, Saturday (25) following a four-month illness. Gigax was a former vice-president and general manager of Capehart, Inc., Fort Wayne, Ind.

## Milwaukee:

A family affair all the way thru, the E. S. Fessler & Son Company, is one of the most successful operating firms in Southern Wisconsin. Operating almost every type of coin machines, except food vending, is headed by **Papa Fessler**, who is one of the veteran operators in the State. **Clyde and Eldred Fessler**, his sons, and **August Fessler** are the rest of the family personnel. **Marianne** specializes in record buying and arranges all the programs for the wired music service the **Fesslers** provide to nine Sheboygan outlets.

The partnership of **Milton Bender** and **Marvin Engler**, of the Kwik-Kafe, Company of Milwaukee, has been dissolved, and the firm is now owned and operated solely by **Bender**. Plans call for an immediate expansion in equipment to answer the many requests for the hot coffee vendors. **Bender** is planning a trip soon to Philadelphia for business contacts with the Kwik-Kafe' factory heads.

**Waldemar Pries**, of the Pries Beverage Vendors, recently bought all the vending equipment formerly operated by the Manhattan Bottling Works, local Pepsi-Cola franchise holder.

**Charley Blum** and **Katherine Radar** head men at the Kistler's Radar Sandwich office, have a standing order for equipment installation and when the show houses can land a restaurant permit. Catch is that the city hall frowns on any such arrangement. Newest sandwich add-on is a "Friday Frank" sandwich, a tuna fish concoction which is going over big. The boys are anxiously awaiting the delivery in April of Kistler's new four-unit sandwich heater.

An entirely new type of service is being offered to Milwaukee business organizations slanted at elimination of their money change problems, by **Douglas Opitz**, of the Hill Top Coin Machine Company. Circulars and cards were mailed to hundreds of concerns explaining the deal. Up to \$100, or any part thereof, of small change, in dime, quarters and half dollars, will be delivered anywhere in town in less than an hour, following a phone call. The service charge is 52.

## Indianapolis:

**Gary Sinclair**, Wurlitzer sales representative, North Tawanda, N. C., delivered in April of Kistler's Midland Music Distributors, Inc., exclusive Wurlitzer distributors for Indiana. He reported the factory working on a new line of machines and that orders are being taken now for the complete line of auxiliary products manufactured by his company.

**Al Calderon**, Rock-Ola distributor for Indiana, is enjoying the sunshine at Miami. . . . **Irving Schwarz**, head of Midland Music Distributors, Inc., visited operators at the National Music Show of the week, despite 14 inches of snow and near-zero temperatures. . . . Operators visiting coin row included **Harvey Campbell**, Hughes Electric Company, Ladoga; **Russell Pennington**, Pennington Music Company, Columbus; **Byron Hollaway**, Byromusic, Inc., Columbus; **Phil Durring**, La Fayette Distributing Company, La Fayette, Ind., and **Willard Greenwood**, Oxford Distributing Company, Oxford, Ind.

**Sicking, Inc.**, reports Shulte Alley, manufacturing plant in United States, manufacturing company, going well here. . . . Among other games being distributed by the company are Chicago (See Indianapolis on page 134)

## Detroit:

**Music operator Gerhard (Gay) Woberman**, of the Gay-Conn Distributors, is busy this summer of sales-stimulating activity last week when he said: "We are concentrating on sharpening up our service. We try to teach them to watch for every possible opening to help business." Gay's policy is reflected mostly in an alert attitude and lower prices than in any specific procedure. According to **Woberman**, locations are so varied that "what you do in one will not be possible in another."

**George Hester Jr.**, of Co-Operative Sales, also comes up with some ideas on the more-play trail. He says the solution to proper record selection is simply to give the customer hot numbers and to change disks frequently.

**Gordon Moyo**, who has been with the Vending Machine Corporation of America for sometime, is acting manager of the Detroit operation pending final changes. **Walter West**, who has withdrawn from the firm, and **Paul Dietrich**, who was sales manager, resigned to go with the **Most** Company. **Albert A. Weidman** is looking forward to a pick-up in the cigarette vending field in this area in the late spring.

**Ralph Wellman**, formerly operator of a route of Photomatics, who moved south two years ago, has returned to the city but has not established his new business connection yet. . . . **Sam J. Weisser**, who was a prominent game operator and is now diversifying his route of guns and bowling alleys with shuffle-boards.

**Saul Herman**, head of Vend-o-Drink of Detroit, is doubling in the paper supply business in addition to his vending operation. . . . **Ruben Manko**, who operated the Wayne County Biscuit Service, probably the only vending association in coin vendors, has retired from the field and is devoting his entire time to his law practice.

**Frank Alluvot**, of Frank's Music Company, has bought out the Automatic Hostess Company, last converted to a erected wire-mesh installation in (See Detroit on page 132)

## Hartford, Conn.:

Advertise weather conditions necessitated cancellation of the scheduled February 23 weekly meeting at the Hotel Bond, Hartford, of the Connecticut State Coin Association. **Bob Fish**, of Hartford, said, however, that the weekly meetings would continue to be held Thursday nights at the Hartford hotel "weather permitting."

**Common Pleas Court Judge John T. Cullen** last week found for **Donald E. Beckwith**, of suburban Granby, Conn., in a suit brought against **Beckwith** by the General Cigar Company. The company had sought \$600 damages as the result of an accident August 8, 1947, between a company van and a car operated by **Beckwith**.

## Bridgeport, Conn.

The United Cigarette Vending Company at 464 Waterview Avenue here was the scene of an attempted burglary last week when four men were apprehended by cutting a hole in the roof.

Before the burglars could open an office safe or any of the vending machines, they were spied by a passing policeman. The building was surrounded by police and four were arrested. **Charles Sparrow** is president of the United Cigarette Vending Company, and **Samuel Krasner**, vice-president.

## Chicago:

**Alco-Deree's Nick Angelus** reports operator response to arching business steadily has been on the increase, with inquiries being received from all parts of the country. **Unit Derry Dominion**, with some ops using, in addition to sandwiches, fruit slices and brownies, so that the patron gets his sandwich and some fruit for the same total at a total cost of 20 cents. **Angelus** says Alco-Deree is now lining up additional distributers for the line, and that **Derry Dominion**, West Coast, has been doing a top job with the sandwich unit.

**Al Stern**, head of World Wide Distributors, announced that **Marshall Gilbert** has taken over the duties formerly handled by **W. Flinke**, whose service with the firm terminated two weeks ago. **Stern** said that **Gilbert** is a personable young fellow whose chief desire is to be successful in the coin machine business. **Sales Manager Monty West** reports the firm is doing a big job with **Williams' Twin Shuffle**, **Chicago Coin's Bowling Alley**, **West Coast** and **Exhibit Supply's Shuffle Bowl**.

**Music operators** from all parts of the country began arriving here toward the end of last week to attend the Music Operators of America convention which got under way Monday morning (9). **George W. Wednesday (1)**, and immediately met with **Ray Caniffie**, who has been handling the convention details for the MOA. Also scheduled in early were **Al Denver**, vice-chairman, and **Sidney H. Levine**, national counsel, from their New York headquarters.

While the MOA meet is heralded as "all work and no play," operators will have a relaxing time, Tuesday, thanks to **Hirsh de la Vies**, president of the Washington Music Guild and a member of the MOA executive board. He will be presenting a feature showing of a new 20th Century movie, "Wabash Avenue," on that evening, with the audience to be made up exclusively of music ops. Recording stars will provide the live portion of the entertainment, and the film concern also will have refreshments on hand.

**Herb Perkins**, head of Purveyor, reports initial orders on the firm's new Super-Lite conversion unit for shuffle games has been beyond all early expectations and that production has again been stepped up. **Bill Tucker**, company official, introduced the unit to Michigan operators during the past two weeks and sent in a load of orders for the piece.

In the shuffle conversion line, the new Lite-Pin unit, which is set up to meet a few weeks ago, and the only unit to date using a plexiglas base, has found a wide receptivity among operators. **W. S. Sales**, reports shipments are going out daily to all distributers signed by the company, and that while the shipment is being held up by a delay in the firm's policy to see that all reps get some pieces as fast as possible. Unit can be installed in less than an hour. **Plugging the cable** into the light box, Ted points out.

Heading delegations to the MOA convention this week were **Jack Cohen**, president of the Cleveland Phonograph Merchants' Association; **Leo Lewis**, of the South Dakota Phonograph Association and one of the leading promoters of juke box play in the country; **Norman S. Pierand**, and **W. S. Pierce**, Wisconsin.

Out-of-towners who dropped in at the Chicago Coin Machine Company

plant last week included Bill Marmer, Sicking, Cincinnati; Jack Simon, Sicking, Los Angeles; Harold Lieberman, Lieberman Music, Minneapolis; Dave Simons, Simon Sales, New York; Harry Rosenberg, Doubtless Sales Company, Baltimore; Albert Simon, Albert Simon, Inc., New York; Leo W. Lewis, Southern Automatic, Louisville, and Sammy Dier, Southern Automatic, Fort Wayne. Ed Levin is in Miami Beach on a long vacation. While he is away Sam Lewis is sticking close to the long distance telephone handling rush orders on Chicago's Coin & Vending Leasing Co., says the production line has been busy during the past several weeks but that now that cabinets for the game are coming through on a stepped-up basis there is every reason to believe that the firm's distributors will be rewarded.

Dudley Rultenberg, CMI executive secretary, reports interest on the association's June convention at the Stevens Hotel here is growing steadily. Out at the plant the firm's hands are working on Bowlette, the firm's new shuffle game. Firm president, Dave Gettlieb, is back from a week's vacation among the visitors this week were Joe Ash, Active Amusements, Philadelphia, and Lou Wolcher, Advance Automatic, San Francisco.

Clinton S. Davis, Fred Hebel Corporation, sells production activity at the Franklin Park plant. The firm's five-flavor ice cream bar vender, now in operation in Baltimore, is being shipped to Los Angeles, San Diego, Calif.; Denver and Chicago, is being put out in 100-unit runs. President Fred Hebel, now in Los Angeles on a business trip, is due back next week.

Leslie Arnett, Square Manufacturing Company, continues to enthuse over the four-flavor 2,000 cup drink machines introduced about a year ago. He is working on a new single and dual flavor jobs, the new equipment is being used by ABC Vending in New York suburbs, in New York cities and by the United Beverage Company in Chicago and Philadelphia operations.

Bip Glassgold, general sales manager of Stoner Manufacturing Company, announced that as of last week the plant would work a three-day work week. The new schedule will be retained until the present situation, with resultant electric power curtailment, is corrected, he declared.

Jimmy Johnson, Globe Distributing, seems to have grown a permanent pair of wings on his heels, a la Mercury, and callers continue to report appointments in the field. Jim is at his desk in his California Avenue headquarters. Jimmy has been covering his country-wide Chicago music operators who are rallying round a new recording artist, of radio and television fame. Appearing on the new Barthelme show, Harold Bell has appeared several times on the Al Morgan video show and in numerous club appearances.

Mills Industries, Inc., is winding up test operations on its new 8-column candy vender. Robert Hoagland, president, says the unit may be set for regular production and sales within 30 days or so. Meanwhile, work is also continuing to show pace on the frozen citrus juice vender.

Anton Oomens, Walter Oomens Sons, is finding good player reaction to the new indie wax hit he has spotted on the market. The juke player, "Right Me If I'm Wrong," has proven a cushy tap whirler, Oomens says. He adds that the retail record biz continues to show increased activity over his wax store counters.

Frank Menceri, Exhibit Supply, flew back from San Francisco Wednesday (1). While there he dis-

## Twin Cities

Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul, is convalescing at home from a strep throat infection, the latest in a series of illnesses which has kept him away from the office for much of the last six or eight weeks. Previously, LaBeau was hospitalized with pneumonia for 16 days and then spent a week in bed. However, the cost strike and he came back to work too soon and now has been at home for several weeks. . . . Harold Lieberman, Lieberman Music, of the Wurlitzer distributors, back from Chicago, said orders for the new 1250 are coming in heavily from operators. However, the cost strike and the Dow Chemical Company explosion has slowed up production considerably and Lieberman still is awaiting shipment of his first order of new boxes.

Glen and Bob Addington and John Morton, of Bismarck, N. D., who recently went into the coin machine business together, have organized Lieberman Music, Inc., a subsidiary of H-Y-G Music Company, says that business at that distributing house continues very well. The boss man, Ray Granger, is back here after 9 1/2 weeks Florida vacation. . . . Oscar Schroeder, of Midwest Coin Machine Company, St. Paul, is back in town spending three weeks traveling through Central Minnesota. He reports business picking up, with operators looking ahead to the spring season with enthusiasm. . . . C. B. Benson, of the Minneapolis office, is expanding his route, as is the Twin Cities branch to pick up several novelty games for his locations.

Irv Gorsen, head of the H-Y-G Music Company record department, is reporting instant acceptance of the Coral and Brunswick disk lines which the company recently took on. Operators are showing a big expanding huge panda and teddy bears as prizes in the operation of their shuffle games, awarding the toys as prizes to operators. . . . Fred Stevens, is reporting instant acceptance of the various locations. . . . Roy Sellman, of LaBeau Novelty Sales Company, said that new Rock-Ola juke boxes are being placed in the field with attention from operators in recent weeks, while novelty games have picked up in sales perceptibly.

Vera Foster, head of the record department at Lieberman Music Company, is spending a week vacationing in New Orleans, while Gertrude Yank, of that firm's clerical staff, is home in bed nursing a bad cold. . . . Jack Karler, of Midwest Coin Machine Company, has expanded his television department and now carries, in addition to Bell and Howell, the new 8-column vendos of Warner and Raytheon video lines. He has half a dozen salesmen working for him and reports business excellent in setting up commercial-type sales for him as well. . . . Joan State is the new head of the record department at LaBeau Novelty and already is racking up quite a reputation in pushing platter sales for the company.

Jonas Bessler, Lieberman Music sales manager, is due back from his vacation in week 1. . . . Duane Knutson, of Fertile, Minn., and his partner, Boh Norman, were in the Twin Cities buying phonographs and telling of their expansion program due to an improvement in business conditions in their area. . . . The operation of Kasota, Minn., is to shop, as his home which he is building is going up rapidly and he expects to occupy it by the end of April. . . . Moose Leo Minn., coinman, came to the Twin Cities to buy records for his juke box route and to shop for new equipment. . . . Harold Lieberman reports Exhibit's new five-ball unit is getting considerable attention from operators, as the Seiffert Bowl, the Exhibit novelty game.

## Los Angeles

L. Lorang and Claude Sharpsteen Jr., Yuma, Ariz., coin operators who furnished the plane used to break the endurance record last fall, are now helping promote a miniature plane endurance record. They have their A & A Amusement Company sticker on the baby plane just as it appears on the full-size model now touring the country. . . . Sam Rowe was in from Upland to look over some new games. . . . Ditto for Ralph Krosner who operates in suburban Paramount.

Ted Curro and his brother, Mello, Metropolitan Amusement Company, report business has been improved since moving to their new location on Wells Street, closer to the downtown section. This location also houses their Metro Record Shop which is doing well. Both agree the cornerstone of a successful coin machine operation has to be good service and careful selection of spots. They recently added several AMI's to their music route.

Al Weymouth, of Weymouth Service, is making a swing thru the Northwest on Electro business. The local office is being held down by Preston Jarrel while he is gone. . . . Henry Van Stelton, Whittier operator, was making the rounds. Also visiting Pico Street was Al Cicero, Santa Maria coinman.

The first new candy machines bought since 1942 were purchased recently by Copeland Russell, of Russell Candy Service. The investment consisted of 15 new U-Select-It candy venders manufactured by Coan Manufacturing Company, Madison. Russell has built up one of the finest vending businesses in the State since entering the field in 1941 with a few machines. His staff of employees now totals six and he operates candy, ice cream and nut venders.

Busiest coin machine operator in the State, from an organization standpoint the past few years, is undoubtedly Herb Geiger, of the Geiger Automatic Sales Company. Somewhere, somehow, Herb finds time in the midst of heading his sizable firm, to function on local, State and national levels in committees working hard to better operator conditions thruout the industry. At present he is chairman of Region VI of the NAMA. Herb is looking forward to (See Los Angeles on page 132)

## Washington

Jean Cunningham, daughter of Robert Cunningham, of Service Music Company, and Rufino Garrido are honeymooning in New York. . . . Some local operators who attended the showing of the new Wurlitzer machine in Baltimore recently were John H. Phillips, Evan Griffiths and Bill Stakes. Phillips reported that the machine as well as the price looks good.

G. Rex Bryington, of Triangle Sales, reports the Shuffle-Bowler is doing well in Prince Georges County. . . . Nicholas Vlakovs, of Nicholas Novelty Company, complains that business is slow and competition keen in this locality. Vlakovs also feels pinball machines are tremendously improved since the war, and if not for that fact, business would be much slower.

Paul Steiner, deputy director of the Washington National Airport, reports the field is negotiating a contract for a machine which vends a 5-cent package of Kleenex. . . . The Washington Music Guild news letter urges operators to use Eddie Heywood's recording of "Trees." Heywood's royalties on the record go to the Damon Runyon fund to fight cancer. Also, Heywood has been ill for some time and any popularity now would help him in his comeback.

The news letter reports that the Guild, in co-operation with several record firms, is planning to establish a record program department to help operators select records for their music boxes. Bill Schwartz, editor of the news letter, recently visited the offices of the General Vending Sales Corporation in Baltimore.

Juell Richardson, head of the Prince Georges Amusement Company, Hillside, Md., is readying the grand opening of his new amusement spot, the Scotchman Night Club, March 15. His old club burned down in January, but Richardson lost no time rebuilding. From the entertainment angle, the spot will provide a bit of everything—floorshow, dancing and some of the amusement machines which Richardson's company supplies to the trade. He's got a Clover Bell & Seaburg Select-o-Matic in the spot. Richardson reports an upswing in business for the Bally bowling board. One (See Washington on page 132)



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BOX 184

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## Record Reviews

(Continued from page 116)

CAT  
NO. 1  
DIX  
JOCKEY  
RETAILER  
OVER-ALL  
OPERA

ARTIST	TUNES	COMMENT
WINI BROWN National 9102	He's My Daddy Finger, bluesy ballad in song rarely passionately by Miss Brown, who has done far better.	48-48--46--50
	The Sun's Gotta Shine Again Miss Brown again in the victim of weak material and is not able to overcome the handicap.	46-47--45--45
SMOKEY HOGG Modern 20-735	Everybody's Gotta Rocket Rock blues delivered in the best tradition of the deep South blues shooter.	60--60--60--65
	What More Can a Woman Do? Hog's lurch in an affecting sledge of a good, earthy blues which should find markets in the South.	70--71--69--69
ROY HAWKINS ORK Modern 20-734	Why Do Things Happen to Me? Effective slow blues is warily warmed by Hawkins in a style which reminds of Charlie Brown with his tenfold opened wide.	83--83--83--84
	Royal Hawk Fast-scoring rhythm instrumental makes a pleasing impression.	69--69--67--71
GENE PHILLIPS- JACK McVEA Modern 20-733	Slippin' and Slidin' Phillips reminds of Louis Jordan in his delivery of a fast blues. He's spelled by a potent guitar "yo." See See Riders in rhythm boxes.	82--82--80--83
	So You Can't Forget Me The Mr. Rainey blues is handled in forced fashion by Phillips, the over-all, the dinking is a nice treatment of the song.	75--76--74--74
GAY CROSSE Victor 151 30-0550	If Ain't Gonna Be That Way Crosse's blues is a good one, exactly what the title sets out to say. Fair tenor sax solo helps the dinking.	69--69--67--72
	Swallow Dollow Solid premise for a novelty blues knocks the pins from under a good second-rate Louis Jordan-type performance.	58--60--55--60
JOHN LEE HOOKER Sensation 30	Let Your Daddy Ride Deep South rhythm blues spots Hooker's rocking guitar rhythm and his tearful sing-talk blues chanting.	78--78--78--78
	Go on Highway #51 Moody, deep Southern blues is handled admirably by Hooker both in the guitar and singing departments.	76--75--75--78
Cecil Payne ORK Decca 48139	The Worst Is Yet to Come Rhythm done deep in the Jordan vein has the guts but is light on material.	69--69--67--71
	Ham Hocks Instrumental with occasional shouts tossed in for effects, reminds of "Corn Bread." Has heat, the lung-busting tenor solo and an infectious riff.	77--77--75--79
T. J. FOWLER ORK Sensation 28	Midnight Clippers, Parts I & II The title is a little off, but the instrumental of the blues with a basic bottom pattern borrowed from "Blues of Israel," an ancient Gene Krupa dinking. A snuffed tenor sax doesies in front of the pattern and is spelled by some good muted, growl trumpet. Second side is not quite as effective the it is a solid enough conception of the blues.	80--80--80--80
JIMMY McCRACKLIN Modern 20-728	Deceiving Booie Old-style warbler does a slow blues in crude but effective style, with good riffs support.	73--72--73--74
	I Think My Time Is Here More sincere, authentic slow blues.	73--72--73--74
HADDA BROOKS TRIO Modern 20-738	Polonaise Booie Boogie specialist Brooks knocks out a typical sifting with her eight-to-the-bar interpretation of Chopin.	74--74--72--76
	Humorous Booie She hits an identical groove for this keyboarding of the battered blues.	74--74--72--76
EDDY DUCHIN ORK (Tommy Mercer)	We Are Today Mercer does his best to sell the lyrics but the over-all effort is on the dull side.	56--55--55--58
	Spring Made a Fool of Me Lullaby ballad is drilled away by Mercer but again the orking is pedestrian and creates an uninteresting sifting.	59--60--58--58
SAUNDERS KING Aladdin 3046	Misery Blues King warbles a slow blues with smooth combo backing, plays an okay amplified guitar chorus.	72--72--71--73
	Blues About Midnight More of the same, the orkater doesn't sell vocal strongly enough.	68--68--66--70
CALVIN BOZE Aladdin 3045	Waiting and Drinking Seems this cat gets juiced while waiting for his chicks. A fine jump blues, engagingly shouted and backed crisply and swingingly by combo.	83--83--83--83
	If You Ever Had the Blues Slow blues is warbled and oozed well but doesn't register like his.	72--72--71--73
EARL BOSTIC ORK King 4343	No Name Blues Slow, groovy blues riff instrumental, featuring tenor's ballad is drilled away by Mercer by short tenor go. Doesn't sustain all the way.	71--70--70--72
	Choppin' It Down Lip-tampo blues riff features an involved basic set of solo, wash-whore and tempo. Too jazzy for market appeal.	65--67--65--63
PAUL WILLIAMS & HIS HUCKLE- BUCKERS Sagey 734	What's Happening? The ork is a good one, bluesy swings a storm. Thriving upon union-chant responses from band, a driving exciting side.	85--85--85--85
	Camp Meeting Bounce Early swinging blues instrumental jumps lightly on a catchy riff figure.	80--80--80--80

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**4...**  
*good reasons*

See page 72

## Record Reviews

ARTIST	TUNES	COMMENT
<b>VOCALAIERS</b> Session 27	<b>RHYTHM &amp; BLUES</b> <b>The Preacher and the Bear</b> Unconquered singing tells a tale tinged lightly with religion. <b>Swing Low, Sweet Chariot</b> Standard spiritual is done cleanly and with style.	72--70--70--75 67--67--64--70
<b>ZEKE TURNER ORK</b> Repeat 173	<b>COUNTRY &amp; WESTERN</b> <b>The Third-Man Theme</b> Mill style three-quarter reading of the movie theme comes off quite handsomely and should catch some of the coin headed list why. <b>Zeke's Boogie</b> Effective boogie guitar solo places the accent on beat and should drive the country rhythm home.	76--75--75--78 77--77--75--80
<b>HOMER &amp; JETHRO-JRONE CARTER</b> RCA Victor 21-6169	<b>I Said My Nighthair</b> The country satirist and Miss Carter do a broad humorous skit on the "I Said My Pappan's" celt. Effective parody job. <b>Music! Music! Music!</b> Tune gets an engaging countrified rendition of the pop hit. Strong beat and solid guitar here as well as substantial warbling.	74--74--74--74 75--75--73--77
<b>SHORTY SHEDD &amp; HIS WHOOT OWLS</b> Selective 5-2X	<b>Barnyard Shuffle</b> Swinging country boogie blues with guitar and vocal choruses. Drives all the way. <b>I Love You With All My Heart</b> Slow country waltz ballad gets mediocre vocal and combo job.	75--73--75--77 60--60--61--60
<b>RED PLEASANT</b> (Southern Serenades) Selective 5-3	<b>Jesus Hits Like the Atom Bomb</b> Effectual as fear of the atom bomb was there for an evangelical lesson. Could catch on. <b>Mississippi Boogie</b> Country boogie with blues melody similar to "Chata-noogie," offers little lyrically to change.	80--80--80--80 60--60--60--60
<b>ERNIE LEE &amp; HIS SOUTHERNERS</b> RCA Victor 21-6172	<b>Headin' Home</b> Pretty bouncin' ditty in the home-to-Dixie groove of the jazz tunes of the twenties. Bright warbling and etoff backing has mixed pop-country flavor. <b>Second Hand Heart</b> This is the true hillbilly life—a tender cliffed and performed in the authentic rural manner. Tone is relative.	70--68--70--72 77--77--77--77
<b>STUART HAMBLEN</b> Columbia 20874	<b>Sheepkin Corn and a Wrinkle on a Horn</b> An infectious boogie that makes the standard country production. Hamblen and strong string group here is mighty strong. <b>Condemnation</b> Well is a catchy side—a very philosophical and charged in pop style, with riddles playing a scored backing and group harmonizing in arranged style.	85--85--85--85 64--66--64--62
<b>ANN JONES &amp; SMOKEY ROGERS</b> Capitol 804	<b>Bloodshot Eyes</b> Spic'd bluesy ditty on a current country corn jangle. <b>Doin' Fine</b> Ann Jones Though gets off a jivery recitation, with warbler joining for dual treatment of the tag line. Good country humor.	76--77--76--75 74--74--74--74
<b>CHAPUEAUX Y DAMIRON</b> Setro 821	<b>LATIN AMERICAN</b> <b>Acaha Y Dime (bolero-rumbo)</b> Heavily accented mederica mamba features the rhythmic harp and pianist ensemble. Mainly for dancing. <b>Mambao de mamba</b> Perfect dance tempo here, too, and the piano thumping by Damiron is mighty arresting.	77--77--80--75 79--78--82--76
<b>CHUCHO MARTINEZ</b> Setro 484	<b>Mi Guadalupe (bolero)</b> Mario Greer here is as beautiful as the melting rendition it receives here from the romantic Mexican crooner. <b>Inquietud</b> Another Greer beauty that was around recently as "Wid to My Sails." An outstanding vocal side.	79--80--78--78 81--82--80--80
<b>EL GRINGO'S BRAZILIANS</b> SMC 1243	<b>Chiquita Bacana</b> Driving rhythm section and the brilliance of Alberto Socarras' flute dominates in a fluid and enthusiastic waltz on the "Chiquita Bacana" commercial melody. <b>Strange Melody</b> Oriental-hybrid sounding melody is played brilliantly by Socarras with effective rhythm support in the Latin manner. Opening in echo chamber purportedly establishes the title.	79--80--78--78 80--81--80--79
<b>EL GRINGO'S BRAZILIANS</b> SMC 1244	<b>The Color of Her Hair</b> Expert Latin rhythm section, fine piano and superb Alberto Socarras flute team to make a splendid dance effort of an attractive tune. <b>The Dreaming Monkey</b> A wonderful display of technique by Socarras as he studies a cute tune on the flute with effective Latin rhythm section backing and some guitar and gongs thrown in to attempt to create another "Jungle Fantasy."	78--79--77--77 79--80--76--80
<b>CHUY REYES</b> Capitol 836	<b>Wedding Samba</b> Instrumental slicing of the current novelty pop hit is designed for the Latin-style servers. As such it's okay. <b>Lost Love</b> An exotic, almost eerie wailing spots echo-dampened solo and ensemble chanting as well as beautiful rhythm and piano work.	68--69--66--69 80--83--79--79
<b>BOBBY CAPO</b> Seeco 7037	<b>Me Mata O Lo Mato Yo (guaracha)</b> Percy Rios cutting features some great, rhythmic backing by the velvet-voiced Capo. Very danceable. <b>El Pescador (bolero)</b> Fast but not "hot" experienced rumbos. Another fine funk with triple-t' crossing.	83--83--83--83 77--77--77--76



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(Continued on page 128)

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**Record Reviews**

(Continued from page 125)

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	DISK JOCKEY
	<b>LATIN AMERICAN</b>	
<b>TRIO JOHNNY RODRIGUEZ</b> Soco 7013	<b>Peaar (bolero)</b> Guitar-vocal group offers an easy, slow rhumba that falls just as easy on the ears. Guitars here are top.	74--75--74--73
	<b>Don Pancho (perro)</b> Bright ditty could serve as a guaracha, the tin strictly Latin quarter, the parro is big. A sparkling offering in best tropical style.	75--76--75--74
<b>MACUCHO</b> Exit 1507	<b>El Tiempo Sera Testigo (mambo)</b> Mambo, with lively enough vocal, is a good buy on the 45-cent disk.	73--73--77--70
	<b>No Me Cedes Tanto (bolero)</b> Likes the tip, it's a good buy for rhumbos. Out in Cuba.	71--71--74--68
<b>ALFREDO MENDEZ ORK</b> Standard T-155	<b>All Done Now (fast rhumba)</b> Bright danceable title to the plains and ark is based on several oriental themes plus montuno.	70--72--70--68
	<b>Prelude (slow rhumba)</b> Chopin's "Raindrop Prelude" gets delicate piano, and non-danceable rhythm treatment here. Rumba best is synthetic.	62--63--62--62
<b>PEREZ PRADO ORK</b> Victor 23-1495	<b>Bongo Bongo (mambo)</b> Wide-open recording announces a modern Latin riff open to moderate mambo rhythms.	76--77--73--73
	<b>Mambo A La Kenton</b> Kenton-style band figures provides reason for the title. Ditty dance piece, but is most likely to draw attention of jazz jocks.	76--79--76--72
<b>BOBBY CAPO</b> Soco 7049	<b>La Cocalca (tamborera panamena)</b> Cavalry ditty spot is only for rumba dancers. Has much of the "La Mucura" appeal.	81--82--80--80
	<b>No, No Vuelvo (bolero-jele)</b> Fairy, rhythmic ballad takes fine listening or dancing fire.	81--82--80--80
<b>CARLOS RAMIREZ</b> Victor 23-1508	<b>Uno (campion blues)</b> The opera-concert bary makes his debut on the Latin series with an English-Spanish rendition of the big tango standard. He's in excellent voice here. English title—"Wonderful Illusion."	78--79--78--75
	<b>Marta (campion bolague)</b> Handsome, robust waltzing of the currently hot Tony Martin style, done here in Spanish and English by the Latin Harmon Eddies.	79--81--78--76
<b>CONJUNTO SABROSO-PEREZ PRADO</b> Line 1501	<b>La Fiesta De Los Ratones &amp; Mi Casuelita (guaracha, mambo)</b> Unbreakable disk has two complete scores, or almost 16 minutes on each side, with such selection by a different artist. First number is strictly native. Second is a wild piano-rhythm opus.	72--78--78--60
	<b>Pino Verde &amp; Cita En El Platano (bolero, guaracha)</b> Both selections are typically tropical, with only the second suitable for Yankee rhumbos.	67--72--72--58
<b>PETER KREUDER</b> RCA Victor 23-1317	<b>Quiere Mas Mucha (fox trot)</b> The popular standard was out in Brillat by the Continental notes. Light, fancy style might register better with non-Latin. If the disk is distributed in Yankee notes.	74--78--74--70
	<b>No, No Y No (bolero)</b> Recent hit is attractive in it's glib, Continental interpretation. Same comment as above.	74--78--74--70
<b>DANIEL SANTOS</b> RCA Victor 23-1314	<b>Lo Que Es La Rumba (guaracha rumba)</b> Typical Santos guaracha for authentic rhumbos, with merrily fragments, group dancing and romping rhythm.	78--78--78--78
	<b>Cerezon (bolero)</b> Prominent rhythm makes this a good, moderate dance disk, the Santos' chanting is sub-par.	67--68--68--66
<b>PEDRO YARGAS</b> RCA Victor 23-1319	<b>Bucando a Mi Primita</b> Merrily country title should register with both city and country Latin, with heaviest play in the Southwest.	80--80--80--80
	<b>Oiga, Senor</b> Even more folk quality here.	80--80--80--80
<b>LOS UNIVERSITARIOS</b> Dison Calama 504	<b>Culebra Y Mare Mare</b> Vocal-rhythmian group turns in 5 danceable guaracha, with lively folk flavor. Label should specify dance tapes.	74--75--74--74
	<b>Tamakon</b> General melody is lured by an organ, with strong, moderate rumba rhythm. Slick vocal group takes over and keeps it danceable. Olay for the Yankee market.	79--82--78--78
	<b>RELIGIOUS</b>	
<b>BROWN'S FERRY</b> King 832	<b>I'm Naturalized for Heaven</b> Blue-country sacred piece is sheeted with gusto by a fine mountain male group. Strong material.	77--78--78--76
	<b>On the Jericho Road</b> Mountain spiritual making good use of organ in the genre.	77--78--78--76
<b>BUDDY STARCHER</b> Columbia 20464	<b>Are You Facing the World All Alone</b> Down-home philosopher, with harmony and short sermon, makes for an effective sacred side.	73--75--72--70
	<b>Beyond the Sunset</b> Rushed recitation of the "Should You Go First" poem spells the group choruses of the promising tune. Pacing deserves note.	73--74--73--71
<b>KATIE BELL NUBIN</b> Decca 48132	<b>My Body Belongs to God</b> Rhythm spiritual has spirit and beat but little meat. Got, has plenty of power.	78--78--80--76
	<b>Pressing on the Upward Way</b> Strong, old-time revival feeling should appeal to the home folks.	72--73--73--70
<b>VIVIAN COOPER-SAM PRICE TRIO</b> Decca 48134	<b>My Home Over There</b> Strong vocal for the home folks is charted out in penetrating fashion by the leather-lunged lady.	76--78--77--75
	<b>You Can't Hurry God</b> Moderate tempo piece is sheeted with more zest than fitness by the glib gal.	71--72--72--70

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# Record Reviews

**ARTIST**  
**LABEL AND NO.**

**TUNES**  
**COMMENT**

**RATINGS**  
**DISK**  
**OVER-ALL**

**RETAILER**  
**DISK**  
**OVER-ALL**

**THE WALDO SINGERS**  
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**I Want to Live So God Can Use Me**  
Mixed group about the service of the Lord, new style.  
**Sing Until the Power of the Lord Comes Down**  
Here singing, exhilarating group harmony shouting in the manner of the fifties.

70--70--70--NS  
70--70--70--NS

**MELODY ECHOES**  
Regal 3253

**What Are They Doing in Heaven?**  
Fully well-balanced high spiritual is delivered in a warm manner by a male group.  
**Jesus Hits Like an Atom Bomb**  
Spiritual is shaping up as a hit, and this clean-out version should be a leader.

72--72--72--NS  
82--82--82--NS

**SALLIE MARTIN**  
Capitol #48

**In My Heart**  
Lusty, infectious religious shouting should register with Thelma Houston, Jackson followers.  
**He's All I Need**  
Hymn in swingy 3/4 time is less effective.

77--77--76--NS  
71--72--70--NS

**THE YOUNG GOSPEL STARS**  
Biblicone 3201

**Anyone Here Know My Jesus?**  
Rhythmic, spontaneous-sounding shout is delivered by a mixed group with plenty of down-home spirit.  
**Guide My Weary Feet**  
Fresh, youthful voices deliver a similar side.

73--73--73--NS  
74--74--74--NS

**JOE PRINCIE ORK**  
Decca 45992

**Single Tingle Polka**  
Sprightly melodic piece is done up brassy by this especially fine group.  
**I Know a Sweet Little Girl**  
The Midwestern pop should, without this live projection of a swirling waltz.

75--75--75--76  
75--75--75--76

**LAWRENCE DUCHOWY RED RAVEN ORK**  
V (45) 51-0016

**Tinker Polka**  
Good and instrumental is clearly played, with much emphasis. Should do okay in Bohemian rhaps and in sections of the Midwest.  
**True Love Will Never Die**  
Contrabasso-like uses old-fashioned sentimental waltz with so-so vocal. A danceable but unpectacular side.

77--77--77--78  
69--70--68--NS

**BERNIE WYTE POLKA BAND**  
(Artie Mahlin)  
V (45) 51-0049

**Shenanigans**  
From last makes a lively polka. Mahlin writes well.  
**Sadie Was Her Name**  
Oriental-tinged polka tune has a pretty feeble lyric, the instrumental portions are passable.

71--72--70--72  
66--66--66--65

**VINCENT JUSTYNSKI ORK**  
(Peggy Stanley-Dick Byron-The Wayfars)  
Decca 2863

**Too-Hoo**  
Curtis of Decca's big "Open the Door Polka" tries for a repeat here. Performance is top-grade and the polka beat is strong.  
**Trigger Happy**  
Novelty instrumental polka is based on the "William Tell Overture," the Lone Rangers theme. Demands of the music and sound effects inhibit the feelers somewhat.

81--83--80--80  
75--78--74--73

**ERROL GARNER**  
Savoy 728

**Body and Soul**  
The original Mr. Garner does the standard in tempo, playing in short, staccato phrases. Pleasant, but not as commercial as the straight melody treatments.  
**It's Easy to Remember**  
Here the 82'er turns on his slow, dreamy ballad style, wandering in jazz fashion about the melody line.

70--73--70--67  
72--74--72--70

**ERROL GARNER**

**Stompin' at the Savoy**  
Bright jazz keyboarding of the Edger Sampson jazz standard—first choice straight thru the distinctive Garner improvisations.  
**September Song**  
As the example of Garner's best groove slow haunting ballad creating an ethereal mood.

73--75--73--71  
78--79--78--77

**BILLY TAYLOR QUARTET**  
Capitol 45053

**All Stars**  
Light boogie mood is played spiritedly by Taylor at the piano a guitarist and a customary rhythm.  
**Damn That Dream**  
An effort in the Shaving-Garden ballad style which is attractive enough because of lively melody to catch cocktail lounge attention.

64--67--62--62  
72--73--70--73

**GENE AMMONS ORK**  
Mercury 4167

**Hot Springs**  
The recording saves this side from being a total loss.  
**Everything Depends on You**  
Pretty tune is done admirably as a jazz tenor go by Ammons.

50--53--49--49  
55--57--57--50

**BUDI SAYAO-PIETRO CIMARA, DIR. METROPOLITAN OPERA ORK**  
Columbia 033 3-103

**Leoncavallo: Pagliacci—Bird Song**  
A strong addition to the operatic disc library. Miss Sayao's bird-like soprano is in fine fettle for this melodic, dramatic aria.  
**Massenet: Manon—Voyons, Manon**  
Exciting, highly romantic aria is a worthy companion to the file. Disk should have a strong, steady side.

81--82--80--NS  
82--83--81--NS

**ELSA WIEBER-MARTA FUCHS-PARUL SCHOFFER**  
(Berlin Philharmonic—Ork—Wilhelm Franz Reuss, Dir.)  
Capitol Tetrahedron 0-84002

**Richard Strauss: Duet from "Arabella," Act I & II**  
Waalings of these two beautiful voices are available here for the first time on domestic pressings. The recordings aren't new, and it's apparent, but the singing and mood are right, and the second act excerpt features the Met-Opera's fine new baritone.

76--76--76--NS

**JOSEPH KILBERTH, DIR. GERMAN PHILHARMONIC ORK OF PRAGUE**  
Capitol Tetrahedron 0-84091

**Hugo Wolf: Italian serenade, Parts I & II**  
Charming, light, romantic piece is most familiar as a waltz music. It's welcome. It doesn't pale much by the blown-up orchestral arrangement, but still provides pleasant diverting fare one notch above dinner music.

71--72--70--NS

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**ALBUM REVIEWS**

(Continued from page 46)

**FREDDY MARTIN PLAYS JEROME KERN** 85  
(13-107)  
RCA Victor P-265  
All the Things You Are; Smoke Gets in Your Eyes; Who Made Believe; I've Told Every Little Star; The Song Is You.  
For dance music, this one will be tough to top. And for pure, understated melody, this selection of Jerome Kern's music is unexcelled. The sides have brief vocals, while the rest are stark, tasty instrumental, with liberal sprinklings of piano and the occasional minor sax solo. Should be a big standard seller.

**JUKES** Natural program  
"Things" and "Smoke" should get play where dance music is desired.

**SPIKE JOHNS PLAYS THE CHARLESTON** 80  
(13-107)  
RCA Victor P-277  
I Wander Where My Baby Is Tonight; Don't Be Fooled; The Charleston, Charleston Ma, Black Bottom, Varsity Blues.  
Whether this set will revive Charleston dancing is problematical, but it should certainly be heard for action—jazz, jock and counter. Spike plays them all in the jarky Charleston tempo, burlesquing with a quaint accent of the jazz key, but diverting straining underneath the exaggerated foxtrotness a sound logic of the dance rhythms of the 1920's. Two of the sides are reviews from that era, two are originals by Jones and Eddie Maxwell—"Charleston Ma" and "Don't Be Fooled." "Varsity Blues" is a gem, sounds like a true product of the Charleston era. The perk tempo thorough, and as a result, the comedy is not as wild as the usual Jones releases, but is funny enough by a good margin.

**JUKES** The tunable can't try "Raccoon" which will need no urging could take hold.

**TOMMY DORSEY PLAYS COLE PORTER** 87  
(13-107)  
RCA Victor P-263

Just One of Those Things, Love for Sale, Why Should I, You Do Something to Me, I Get a Kick Out of You, It's Delirious.  
The TD entry should prove one of the most successful in the "Music from the Grand Bands Again" series. The Johnny Thompson arrangements are simple and graceful, with emphasis on cast and melody. Times are uniformly fine, and intonation is better than anything the Dorsey band has shown on records in some time—a big, firm, the sound. The first side is "Love for Sale"—comparable to the best dance sides TD has ever made. "Flower," "Things," is the runner-up. The instrumental tempo ranges from medium slow to medium fast. And where the Dorsey horns is featured, he's the team master pro.

**JUKES** Any sides, but especially "You Do Something to Me" and "I Get a Kick Out of You."

**ESKINE HAWKINS PLAYS W. C. HANDY** 64  
(13-107)  
RCA Victor P-273

Swing, Careless Love, Beale Street Blues, Aunt Hagar's Children, Memphis Blues, John Henry Blues.  
The Hawkins album will hardly send people rushing to the dance floor, to some of his interpretations of the Handy classic make good listening. "Memphis Blues" and "Aunt Hagar's Children," which happen to be back to back, are interesting big band stylizations of blues, with good arrangement and a lively presence and the beat. (The bar sax man, it might be mentioned, is one of the best in the biz.) The "Swing, Careless Love" and "Beale Street Blues" which has tension, mood and builds to a sock clatter on ten, two or three of the sides is the best definite and strong enough to stimulate territory. Band intonation is not always even, but intonation is alive and vibrant.

**JUKES** Sides mentioned. Primary interest is shown may go in re. for blues spinners.

**CHARLIE VENTURA PLAYS DUKE ELLINGTON FOR DANCING—Carrie** 70  
Ventura Oct (13-107)

RCA Victor P-274  
Sophisticated Lady; Prelude to a Kiss; Sautter; It Don't Mean a Thing; Mood Indigo; Take the "A" Train.  
It is suspected that this album in the Victor series will mean more to jazz collectors than it will to followers of the "Hot" set. It serves as an introduction to Ventura's arc big band and spots large chunks of the jazz man's music in the "Hot" set. The sides are long-established favorites in jazz circles, the most of them are general pop favorites as well. Best single efforts are "Sophisticated Lady" and "Sautter," both by Ventura solo efforts. His band shows bite and swing in "It Don't Mean a Thing." Most arresting is "Take the 'A' Train," which should set the hot bust buzzing. In spite of the jazz nature of the package, the dance set is very present.

**JUKES** Best bets are "Sophisticated Lady" and "Sautter." All sides worth a whirl.

**RAY MCKINLEY PLAYS RODGERS AND HART** 70  
HART (13-107)

RCA Victor P-271  
My Heart Stood Still; Blue Moon; It's Easy to Remember; You Took Advantage of Me; Blue Room; This Silliness.  
Most of the great tunes here are better known among sophisticated than with General Jock P. Public. McKinley plays them danceably but with little distinction or spark. Two vocal efforts are ineffectual. McKinley's name should pull some teen-age coin, but Rodgers-Hart addicts are unlikely to go for the presentation.

**JUKES** Not much here you can use. For an occasional band program.

**SPADE COOLEY PLAYS BILLY HILL** 71  
(13-107)

RCA Victor P-275  
Wagon Wheels, The Old Spinning Wheel, The Last Roundup, In the Chapel in the Moonlight, Lights Out, Empty Saddles.  
Except as a collection of fine old pop tunes probably played, Spade Cooley's contribution to the Victor dance series is not especially strong. His renditions are strictly pop—the dominant part is a sweet fiddle section, the beat is conservative, fast. On the "Chapel" side, an organ is heard as a brush handling the lyrics. "Wagon Wheels" is done with clipity-clip effects and a male chorus—the Son of the Sun. The music group also appears on "Roundup." Their present taste this as the best record in the album, and the one with market appeal. "Empty Saddles" for "Spinning Wheel," the disks are more vocal renditions than dance sides. As a result, album lacks character and some dancing offering, but remains very well played and song assortment of pretty tunes by Billy Hill.

**JUKES** Best bet is the "Son of the Sun" record, the others play up where Cooley has following.

**LARRY GREEN PLAYS VINCENT YOU-GENESIS** 82  
(13-107)

RCA Victor P-272  
Time on My Hands, More Than You Know, Tea for Two, Carica, Sometimes I'm Happy, I Want to Be Happy.  
The traditional piano-led society dance format slightly reworked here. The arrangements are conventional and unobtrusive, adhering religiously to melody line, but are nevertheless bright and summable. Excitation is high, and the orchestra's keyboarding leading crisp, even sections the unwavering fast-tempo recording send faint, faithful and unobtrusive. Price appeal here is to the conservative hotel. Girls will hear, but even seers will warm to the brighter sides like "Tea for Two."

**JUKES** All sides can go in hotel, conservative locations with "Tea for Two" a good single bet.

**TEX BENEKE PLAYS HOAGY CARPENTER FOR DANCING—Tina** 76  
DIXIE (13-107)

RCA Victor P-267  
Standards: Lazy River; Rockin' Chair; Lazy Bones; Georgia on My Mind; Riverboat Shuffle; De-emphasis of the Miller style, which is the benighted 1940's in favor of false choruses of Beneke, both on ten horns and vocals, is the keynote of this set from the Victor dance department. Consistent in that the band uses much of its identity as it devours, apparently with relish, some fine arrangements of some ever-popular tunes. "Standards," "Lazy River" and "Lazy Bones," the last with vocal by Beneke, are the standout sides in the package. As a show-off for Beneke, this is a representative package. But as an ad for the band, it is only moderately acceptable.

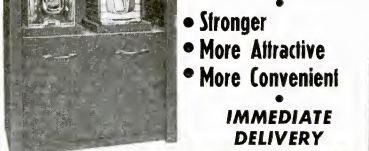
**JUKES** The three sides mentioned above are best regular pop program.

**MIGUELITO VALDES PLAYS ERNESTO LEGUINA FOR DANCING—Miguelito** 67  
Valdes Oct (13-107)

RCA Victor P-276  
Jungle Drum; Always in My Heart; Say Si Si; My Heart is a Conqueror; The Breeze; and For the Latin Boys, the Victor album "designed for dancing" include this Valdes playing Leguina package in a style which is a cross between a good American dance band playing the rumba and the Cuban Valdes, known for his Gallician Latin shouting, does no singing in the package save for an infrequent vocal effect. On one such side is "Always in My Heart," which is a gem. It helps to create a provocative slicing which which is the standard in the album. This is a commendable package in a representative package. But as one of the lesser albums in the Victor dance drums.

**JUKES** All sides worth a whirl in pop and L-A. show.

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**CORRECTION**

Price quoted in last week's ad on used Gliders was incorrect. Correct price should be \$90.00.

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**Milw. Shuffle Game League February Meet Draws 5,600**

(Continued from page 105)  
vision of three judges chosen by the players, location owner and one representative of the amusement association.

**Official Okay**

No simple task, the turnkey was the results of many hours of work and planning. Proceeding cautiously, Beck first presented his plan to the local authorities. When he received an official okay in writing, he swung into action.

**Organize Association**

Next step was organizing the Amusement Alley Association, the organization which officially sponsors the tournament, with himself at the helm. Location owners were sold on the idea of participating in the tournament by Joe and his sales staff. Convincing them was tough at first, especially when they were told that the spots must guarantee Mitchell Novelty \$15 each week for every Shuffle Alley machine installed.

Many also doubted that the \$1,000 prize money would be forthcoming.

Promotion was an important factor. Over \$300 was spent for printing entry blanks and shuffle game streamers, cards and posters. Beck drew up an original entry blank which he had copyrighted. He then sought interested local bowling alley proprietors for their ideas and experience in running successful tournaments in temperate climates. Newspaper and radio publicity was purposely shunned until it was felt that the games were really successful.

**Upped Biz**

Was it all worth while? "The tavern keepers are very happy about it," Beck said. "It upped their attendance tremendously and certainly increased machine play. We spot checked locations every night to see if players were actually participating as fully as they are in other spots. In one location, at the eliminations, 25 out of 38 registered. The following night, at another 29 out of 38 appeared. I believe that the turnouts showed genuine interest and that this type of competition will definitely pay off all the way around."

Another appreciated feature of the operation was the swiftness of the play involved. Each game takes only about two minutes, so the location owners can usually run off their entire slate of competitors in one or two evenings. Spots were queried when the contest was in its planning stages as to which nights they preferred for tournament activity. Most of them suggested their slowest evenings, Tuesday and Thursday—so these nights became tournament nights.

As soon as results were totaled, winners were notified to appear at the locations where they had played. They were high scoring games to pick up their prize money. Printed lists of all winners' names were posted prominently at all locations to stimulate interest in the March competitions, which promise to be even a bigger success than the initial tournament in February.

**Trade Groups Take Part in CMI Show**

(Continued from page 105)  
they intend to display coin machine equipment at the show.

One of the first groups to announce it would be represented at the CMI show was the National Association of Automatic Phonograph Owners of the Republic of Mexico. This organization wrote CMI officials: "Our association will be officially represented at the CMI show by our president, David L. Romero, distributor of Rock-Ola products in Mexico."

**Hanna, N. Y. Rep.**

Joseph A. Hanna, president of the New York State Coin Machine Dealers Association, wrote the following to CMI's show committee: "I personally plan to attend as president of both the Utica (N. Y.) and New York State Coin Machine Dealers Association. In behalf of the coin machine men in New York, I extend to you their sincere wishes for a most successful convention."

Hanna is head of the Hanna Distributor Company, Utica, and has been singled out by that city's Chamber of Commerce for civic honors on several occasions.

Other groups which signified they would have suitable representation at the CMI June event were the South Dakota Phonograph Association, headed by Mike Irig, and the Denver Music Operators' Association, headed by Wolf R. Roberts, and the Washington (D. C.) Coin Machine Association, whose representation was assumed by Horace Biederman, secretary-treasurer.

Show Chairman Dave Guttler disclosed that early response to the convention had forced CMI to reserve more rooms at the Stevens. He said: "Some 1,500 double rooms and 64 suites have been set aside for those attending the three-day CMI annual convention. All reservations for rooms should be made direct to the hotel with mention of the requests are for the CMI Show."

**D. C. ARCADES**

(Continued from page 105)  
legit shows. Negotiations are now under way for turning over a grind house, the Strand, for plays. The combined seating capacity of the two theaters is around 3,600. If Washington's stage-starved population fills the two spots, a fair proportion of the crowds can be counted upon to wander into the arcades as they are about the only respectable looking places on the Potomac. There are flop houses and fourth-run movies make up the rest of the street.

**BRENNAN JOINS**

(Continued from page 105)  
General Vending will mark its 25th anniversary this year as one of the oldest and largest coin machine distributing organizations. The business was started by Harry Hoffman and George Goldman in 1925 at Baltimore and is now a machine operation, and the company put out the first pinball games in Baltimore. Blumenthal had his own operation in Baltimore from 1933 to 1940 when he joined Hoffman and Goldman to form General Vending as a distributing company. The firm built its association with the District of Columbia. It represents Rock-Ola, Gottlieb, Williams, Jennings, Universal and other manufacturers in Maryland, Virginia and the District of Columbia.

General was one of the organizers and charter members of the National Coin Machine Distributors Association in 1948 and Blumenthal has served the association continuously as its national secretary.

**PUCK PATER**

(Continued from page 121)  
advertising to boost his shuffleboards. George, who also operates a route of juke boxes, is bringing some of his music promotion knowledge to the shuffleboard market to work up higher and steadier puck play.

John Moss, head of Monarch Shuffleboards' Detroit office, is back from a visit to Chicago, where he observed play is on the upswing. He states that shipments from the local office are beginning to show an increase in volume.

<b>UNITED SHUFFLE ALLEYS</b> Completely overhauled. Look and work like new! Worn parts replaced, cabinets beautifully refinished. . . .		<b>GOTTLIEB'S JUST 21</b> Sense-Just 5-Ball!	
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<b>GLIDER</b> Refinished, Reconditioned. . . \$89.50	<b>WURLITZER</b> 1080 . . . . . 295.00	<b>CHICAGO COIN BOWLING ALLEY</b> UNIVERSAL TWIN BOWLER GOTTLIEB BOWLETTE	<b>SEEBURG</b> 146 . . . . . 295.00 147 . . . . . 375.00 148 . . . . . 450.00
<b>5c WIRELESS WALL-O-MATICS</b> Latest Model Postwar Type W-15. Cabinet refinished and reconditioned. All screws replaced. . . . perfect! \$25 EA.	<b>SHUFFLE - PINS</b> Converts Shuffle Alleys, Shuffle Bowlers, Game Bowlers to Shuffle Pins. Game Bowlers plus plastic bracket around pins prevents breakage. No soldering. Enclosed underside prevents short circuits. Specify games to be converted when ordering. \$20.75		

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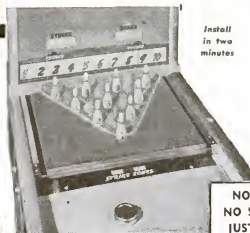
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## COINMEN YOU KNOW

### Washington:

(Continued from page 123)

of the reasons for its popularity, according to Richardson, is that there's good profit in it for the owner.

From Bill Schwartz, of the Washington Music Guild, comes word that the Winters Distributing Company of Maryland gave Washington coinmen their first official glimpse of the new Wurlitzer #200 March 2. It was put on display at the Guild's open meeting which also saw the installation of this year's new officers.

The staff of the Atlas Amusement Company is richer by several new mechanics. Anthony J. Cieala, of that firm, reports that the mechanics have been hired to service the shuffleboard machines which he has distributed in the Washington and Maryland area.

Two more banks in the Washington metropolitan area are featuring Smerkamp stamp vending machines as a special service to their customers. James Witakow, of Whitaker Bros., distributors of the Smerkamp, says that he's installed the venders in the Bladensburg and Annapolis branches of the Citizens Bank of Riverdale.

Harvey Goldman, of Capital Amusements, Inc., reports that his new arcade at 631 Pennsylvania Avenue S.E. is doing a fair business in its first few weeks of existence. The new game 21 and Shuffle Alley are particularly popular. The opening of the Capitol Arcade in southeast Washington marks another "first." So far, it's the only amusement center in this fast growing section of the district.

From Harry Schwartz, of Schwartz Bros., distributor of juke box records, reports that more Washington nickels are sliding down the chute for "God's Country," and "Call of the Wild Goose" than any other records. Both are Mercury releases.

Washington's recent spell of cold and rainy weather didn't find much favor with local coin men. For instance, R. A. Brodreser, president of Automatic Fountains, Inc., says that cold wintry blasts do not exactly stimulate thirst. Brodreser's firm supplies carbonated beverages. John Rainer, sales manager of the Coin Meter Washington Company, Silver Spring, Md., also is unhappy about the weather. Rainer's firm puts Westinghouse coin washing machines in the basements of new apartment developments and, when it rains, says Rainer, construction on new housing comes to a standstill. With the onset of spring, he's hopeful that construction will spur ahead and provide new opportunities for coin washing machine business.

Paul Robertson, Meter Wash Company, Hyattsville, Md., agrees that the bad weather has cut into the distribution of coin washing machines, although perhaps not as significantly as some other companies have felt it. Robertson's firm distributes Bendix as well as Westinghouse machines.

One coinman in these parts who isn't bothered too much by the weather or seasons is Harry H. Hoke, of Hoke Coin Machines. He says it's a two-way proposition as far as the average coin amusement machine is concerned. In the summer, Hoke points out, he's got machines at the beach resorts. As far as the city trade is concerned, Hoke says it doesn't matter much what the temperature is outside. If business is on the upswing, it will be on the upswing regardless of what the weatherman says.

Competition in the cigarette vending machine is getting keener, but Kenny's is moving ahead. That's the report of the coinmen. Tommie, president of the Leader Distributing Company, Silver Spring, Md. Brick-

man finds the Kenny cigarette machine more in demand than ever before, with calls for it coming in from all over. Sales recently have increased from 10 to 25 per cent. Brickman attributes part of the Kenny machine's popularity to the fact that "the part of cigarettes you see in the machine is the pack you get." Brickman also reports that production and distribution of the machines are matching the increased demand.

Jack Wolf, of the Fun Arcade, reports that Simon Gerber is recuperating rapidly after a long siege of illness. Gerber's friends will be glad to know he's expected to be fit as a fiddle soon.

### Los Angeles:

(Continued from page 123)

the next session of the State meeting of operators to be held sometime in April in Milwaukee.

Gordon Horlick, of the Williams Manufacturing Company, planned out of Chicago after a successful survey. . . . Dudley Trojan, of the Trojan Novelty Company, was making the rounds and checking over the equipment in the machines. . . . Roy Jones was down from his Inokern headquarters.

Jack Leonard, of the Badger Sales Company, reports a good reaction from operators on the new light-up pin covers sets he has in all types of shuffle alley games. He's also showing off the new portable coin sorter turned out by Klapp Manufacturing Company. Incidentally his two children celebrated moving into the family's new apartment in the Ambassador Hotel district by coming down with chicken pox. N. P. Craver was up from his San Diego headquarters to look over some new games. . . . Ditto for Mr. and Mrs. John M. Clarendon.

Bill Leuenhagen, of the W. H. Leuenhagen Company, is showing off the Elchel Electronic Terrestrial scopes, the dime play telescope. . . . Pete Peterson, of Delano, was making the rounds, renewing acquaintances on Pico Street.

Bill Schrader and Denny Dennison are in the East with some new coin machine plans. . . . Gary Thompson, of Thompson Brothers, was up from Long Beach. . . . Another recent visitor was Norman Christ, who hails from Lompoc.

Ed Wilkes, of the Paul A. Laymon Company, is really pushing the Bally Speed Bowler and Gottlieb's Just 21. . . . Tex Kitcher was down from Fresno making the rounds and looking over the latest in coin machine equipment.

Larry Jackson, one of Pico Street's platter salesman, really garnered his kennel club a lot of local publicity on the Spring Spaniel field trials last week. . . . Jud Lilley made one of his frequent trips in from Montebello.

Phil Robinson, of Chicago Coin, is getting a lot of favorable comment on the firm's Band Box. . . . Ray Tisdale, La Crescenta coinman, is getting on cruises recuperating. . . . From his recent operation, he's getting along fine, he tells friends. . . . Cecil Ellison was in from Lancaster. . . . Jack Arnold, Earstow operator, was on Pico Street lining up some new equipment that will lure the tourist dime this summer. . . . Another visitor was Tony Simon, who operates in Bryn Mawr.

### Detroit:

(Continued from page 122)

Detroit, and replaced all units with standard type juke boxes. The passing of an era in the industry is marked by the coinmen's installation, which was originally established by AMI a number of years ago.

**BREAKING ALL PRODUCTION RECORDS!**

BOWLING ALLEY

*Chicago Coin's*

# BOWLING ALLEY

**NOW IN ITS 19<sup>th</sup> WEEK**



IT HAS BEEN THE "CASH BOX" ANSWER  
TO AN OPERATOR'S DREAM



**PLUS THESE EXTRA FEATURES**

- CORK LINED RAILS for Bank Shots and Silent Play
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EXCLUSIVE NORTHERN OHIO DISTRIBUTOR FOR THE FINEST IN ALLEYS: UNITED'S Double Shuffle—CHICAGO COINS' Twin Bowling—KEENEY'S Ten Pins—EVANS' Shuffle Ten Strik—UNIVERSAL'S Twin Bowling—GEMCO'S Bowling League—GOTTIE'S BOWLING

Table listing arcade equipment prices such as Broomberg (\$60.00), Bally Big Innings (\$60.00), and various pin games.

Table listing counter games prices such as A.B.T. Electric Skill (\$49.50), Gun (\$7.50), and Shuffle Bowling (\$12.00).

CLEVELAND COIN MACHINE EXCHANGE, INC. 7021-2025 PROSPECT AVE - CLEVELAND 15, OHIO. MS. GISSER. ALL PHONES: TOWER 7473.

Bally SPEED BOWLER The Ultimate\* in Shuffle Bowling Games. We Guarantee SPEED BOWLER to out-earn any competitive bowling game! Liberal Financing in Wisconsin, Indiana and Northern Illinois. Exclusive at Copen Distributing Co., 3181 ELSTON AVE. CHICAGO, ILL. Phone: INDEPENDENCE 2110.

The American Foundation for the Blind Lights the Way for Those Who Walk in Darkness

Wis. City Sets New Tax Sked, Covers Shuffle

MADISON, Wis., March 4.—Madison city council has passed new license regulations covering the amusement machine industry. The ordinance of Elizabeth Distributing Company, represented the industry during the hearings.

The new tax schedule calls for a \$10 basic license for each coin machine operator. Each amusement game is taxed \$15 and shuffleboard games rate \$10 per unit. The old tax on all games formerly ran up to \$35 each, and there was no tax levied on shuffleboards until the recent action.

Locations owning and operating shuffleboards are not considered coin operators and are exempt from the tax.

Mrs. John Chrest Dies

CHICAGO, March 4. — Lavinia Chrest, widow of John Chrest who was killed in the death of an airplane, died here Sunday (26). Services were held Tuesday (28) and interment was in Newport, Ky.

Chicago: (Continued from page 123)

retiled Golden Gate Novelty, Advance Automatic Sales as well as other firms along the city's coin row. He also called on several distributors in the Pico Boulevard area of Los Angeles where many have headquarters. Among them were Elger Novelty, Sicking, and the Paul Lanza coin company. While in Southern California Mercuri took time out to run down to Long Beach and sit down with arcade men there. Visitors at Exhibit Supply last week included Sam Taran, Taran Distributing, Miami and Tampa, and Martin Bromley, in from Hawaii. At First Distributors, Joe Kline and Wally Finke report that they are doing a rushing business with shuffleboard conversion units. They handle the M & T Lite-a-Pin, Royal Deluxe Shuffle Pins, Supreme's shuffle kit and the Keeney conversion. The first three are available for all sizes of shuffleboards while the Keeney unit is designed for Keeney's Pin Bow and the Bally Shuffle Bowler. Kline and Finke are asking their operator friends to bear with them while they catch up on orders. Several groups of Southern coinmen began arriving in Chicago Thursday (2) for the music convention at the Palmer House which began Monday (6).

Ben Coven, Coven Distributing, is pleased over the reception Bally's Speed Bowler has received. Coven says the big points of the game are its fast action and the way it retains peak play appeal week after week on location. Ben regards his service staff consisting of L. Taylor, Howard Parker, Frank Chynowski, Francis Long and Walter Gorman as engineers because they stick to the job and do not let themselves get sidetracked. The firm handles 90 per cent of all work and returning it to location within 24 hours.

World Wide's Al Steen recently completed a week-end to remember. First his son, Mark, was elected vice president of the Junior class at Senn High School. Just after Al had received this good news, Mark was taken to Michael Palmer Hospital for an emergency appendectomy. The surgery was handled by Dr. M. L. Parker, and Mark is making a fine recovery. Monty West was deluged with congratulatory messages from the trades on his recent elevation to the sales manager post at World Wide.

Indianapolis: (Continued from page 122)

Coin Bowling Alley and the new Genco Five Ball Game. . . Jack Simon, distributor, Los Angeles, was a visitor here with his family. Mrs. Lottie Berman is the head of Sickling, Inc.

A two-alarm fire swept thru the Peak Nut Company, 621 Vermont Place Tuesday (23), doing damage estimated at \$75,000. Candy stored in a first-floor storeroom was damaged by water. . . Fred W. Gigax, 73, former vice-president and general manager of Sapart, Inc. Fort Wayne, died Saturday (25), in Windsor Village. He had been ill four months.

New York: (Continued from page 122)

when they were unable to get plane reservations. Business manager of the Associated Amusement Machine Operators of New York, was bedded down with an attack of flu. . . Charlie Lipton, of National Reflectors Service Company, visited the DuGrénier plant, in New Bedford, Mass., last week.

George Federow, who reports a French manufacturer of amusement equipment, is planning an extensive tour. One of his purposes is to gauge possible American acceptance of a new arcade game he has designed. . . Bill Good, of Capital Automatic, has recuperated from a virus infection. . . Harry Berger, of West Side Distributors, was away from his office last week nursing an attack of flu.

With many local music ops vacationing in Florida, the automatic Music Operators' Association (AMO) called off its general meeting scheduled for February 28. The group won't reconvene until after the MOA confab. Al Denver, prexy, will call for the next confab to order March 28.

National to New Quarters

PORTSMOUTH, Va., March 4.—National Amusement Company, local firm specializing in pinballs, has moved to larger quarters at 521 Crawford Street, according to Jack Sutrini, member of the firm.

MERCHANDISING PAYS (Continued from page 20)

those customers are immediately notified by mail. The store manager list indexed according to individual preferences, accounts for a goodly measure of the total sales.

Another major factor in the successful promotions staged was the appearance of record artist Lanza appearance created recent history for the town.

Apart from the fact that Lanza had come to town in connection with the premiere of his movie, "That Midnight Kiss," the singer had been named as a resident of South Philadelphia where the Petrella store is located. A large amount of display material was utilized, making for more than five windows with posters plastered all over the neighborhood. The crowd attracted was literally a miniature mob scene.

The important part of the appearance, according to Petrella, was the fact that Lanza's influence was translated into sales beyond the store display. Not only did the record fans have a chance to forget, Petrella organized a Mario Lanza Fan Club among the ship increase last week and now has a total of 400—all pre-sold record buyers for Lanza's waxings.

The idea has gone so well that Petrella is planning to develop similar fan groups for other artists. Moreover, other dealers in the territory are borrowing a note from Petrella's respective neighborhoods. And as Petrella puts it, the fan club "is about the best plan I can have for carrying on my customers' record conversation" with my customers.



# Indie Pubber Leads Fight On Music Trade Barrier

(Continued from page 17)

pendant "lickers" be enjoined from retaining their ownership or control of pubberies, or from acquiring such interests in the future by direct or indirect means. It is also asked that as long as the pubberies are picture-owned, they be enjoined from publishing any music obtained through monopolistic practice, and that a receiver be appointed to sell rights in copyrights, etc., obtained by such practices.

## Film Music Control

According to the complaint, 60 per cent of the music usable in films is owned by the "captive" pubbers. It also states that these 14 pubbers receive 37 per cent of the performance royalties divided up annually among the 800 publisher members of the American Society of Composers, Authors and Publishers (ASCAP). Nearly 80 per cent of the copyrights suitable for films are licensed thru ASCAP. This ASCAP take is defined in the complaint as the second largest source of publisher income, after sheet sales. (Synchronization rights are rated fourth.)

In a recount of the "plugging" system, the Morris brief points out the importance of song exploitation thru the film medium, claiming that, with an audience of 30 to 40 million, this is the most lucrative song-selling medium. It further follows, states the brief, that film songs get the heaviest air play and public performance, and consequently stand the strongest chances for success. The result has been that top tunesmiths have been forced to play ball by signing their film material over to flick-associated publishers, to the exclusion of the indie. The complaint states that the flickies therein named produce 80 per cent of the important films, and 63 per cent of the features produced, including Westerns. The same companies control 60 per cent of the music available for films. As a result of this condition, deals made with indie publishers can be forced thru at about one-half the value of the material, or the indie may not be able to sell at all.

## Breakdown

A breakdown of the \$1,700,000 damages follows: For inability to exploit via synchronization of material in films, and resultant royalties from public performances of the film, in excess of \$20,000 per year, for the past six years, or \$120,000. Under provisions in Section 4 of the Clayton Act, the plaintiff could be entitled to treble damages, or \$360,000. For losses thru lower treble by cancellation interests, \$10,000 annually, for the past six years, a treble-damage figure of \$180,000. For losses thru film company monopolization of writer services, another \$540,000. Here it is claimed that the flickies insisted on publishing rights to commissioned songs, and on the sale of publications of a large portion of the top tunesmiths.

A charge of secondary boycott is levied against Warner Bros. in connection with writers Julie Styne and Sammy Cahn, with a treble-damage figure of \$480,000 asked. Morris claims that the team had signed a five-year pact with him in 1948 but when Warners sought the team for a flick score it refused to negotiate unless it got the team out of stock and barrel. Claim is that Styne and Cahn were coerced into boycotting publishing. Hearings to date have shown Morris contends that he would have gotten at least six of the tunes, representing a minimum profit of \$150,000. For 1949 he lost fees thru restraint of fair competition, \$180,000, treble damages for the six-year period, are sought from Loew's 20th Century Fox and Universal. Charge is that these flickies pooled their copyrights, and by cross-licensing for film use managed to monopolize a phase of the music publishing industry and restrained

Morris's own selling. The Morris complaint also takes a jab at Loew's affiliate, MGM Records, charging that this diskery shows a preference for the music published by Loew's affiliate pubberies. It also calls attention to the practice of various flickeries which issue artists' contracts controlling all of the artists' professional appearances and performances in all entertainment fields. These artists, it is maintained, are required to exploit certain music, and in many cases the indie publisher can't even show his stuff.

# When Order Reaches Court, What Then?

## Obstacles Galore

(Continued from page 16)

plan, or it could include Alden-Rochelle, Inc., the plaintiff in the Leibel affair. In the event the decree gets court approval, those changes in ASCAP's operation which require revisions of the Society's by-laws will have to be put to membership vote—another possible obstacle.

It is reported that the motion picture exhibitors are disposed to go a'long with the new plan, which will apparently allow ASCAP to license (and collect for) film performance—but the licensing will be done with the film producer, not with the exhibitors as was the case in the past. The feeling is that the producers will eventually pass the cost of performance fees on to the exhibitors who will then find themselves paying for tunes as before, but in a different manner. Despite this prospect, the trade is given to understand that the flick industry favors ASCAP's having the right, rather than seeing it revert to individual pubbers and writers. The latter alternative would make song clearance a complicated, difficult matter.

## Which 60-20-20?

The rebellious young songwriters are another story. The 60-20-20 split reportedly set for incorporation into the decree is not the 60-20-20 they were originally told they were getting. The difference lies in the limitations to rise and fall in the 1,000-point scale, with the possible rate of fall more stringent than the possible rate of ascent. Writers at the top cannot drop more than 100 points between the 1,000 top and the 500 halfway down, and the 500 down they can drop only 50 points at a clip until they hit the 100 mark, after which they can drop only 25 points in five-year performance averages; they may rise 200 points at a time until they reach the 500 mark, after which they can climb only 100 points per year. The young Turks are steamed at this set-up and also at the 12 per cent alliance which may be set aside from the 60 per cent based on five-year performance averages. This fund may be used at the discretion of ASCAP for "those writers the values of whose works is not reflected in their own performances" which the Turks translate as "the Beverly Hills pensioner set."

## What Power Turks?

Whether the rebels can change the impending classification plan remains to be seen. They are being given credit some quarters for having stopped the Meyer plan, but the Department of Justice is reportedly satisfied with the new plan, with Federal Court the next stop.

# Coin Machine Show

MAY 22-23-24, 1950

# Hotel Sherman

For Room Reservation

Write

Vince Shay, Hospitality Committee  
Bell-O-Matic Corporation  
4100 Fullerton Ave.  
Chicago 39, Ill.

## Headquarters for Shuffle Game Conversions!

<p><b>KEENEY CONVERSION</b> Factory designed conversion. Light on plastic pins. Made especially for Keeneey Coin Machine and daily SHUFFLE. \$21.50 P.L.S. BOWLER.</p>	<p><b>M &amp; T LITE-A-PIN</b> All Plastic—Transparent base of clear plastic. Watch the nuts and set the way. Size \$20.00 for all games.</p>	<p><b>SUPREME SHUFFLE LIGHT</b> Light up plastic pins. Veneer. Clear plastic shield protects pins. Fits all at price. \$21.50 P.L.S. BOWLER.</p>
<p><b>Recommended SPECIALS</b> UNIQUE SHUFFLE ALLEY ..... \$189.50 GENIE BOWLING LEAGUE, Pin #1, 19.30 with Royal Deluxe Shuffle Pin Conversion Installed. 19.90 GENIE SLIDES ..... 15.00 BUSHY BIRD GUN ..... 8.50 Bully Red Bud ..... Write</p>	<p><b>ROYAL SHUFFLE PINS</b> In stock construction. Assorted and veneer pins. Adjustable in all games. Flashed and plated to new effect pins. \$29.75</p>	<p><b>NEW SHUFFLE GAMES</b> Keeneey TEN PIN SHUFFLE TRIPLE CHICKEN PIN BOWLING UNIVERSAL TWIN BOWLER UNIQUE SUPER SHUFFLE ALLEY Keeneey FIVE GUY Red-O-Matic SHUFFLE LANE WRITE FOR PRICES!</p>

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## TWIN SHUFFLE

8 ft., — 316 ft. Authentic  
back score for two  
players. The only twin  
with underneath puck re-  
turn!

CHICAGO COIN  
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Here's a game well known  
to operators everywhere.  
Plenty of action and profit!

ROYAL DELUXE  
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The best by Frantz best  
Two minute installation  
and easy shuffle. Same  
has everything!

## RECONDITIONED SHUFFLE GAMES

United SHUFFLE ALLIANCE 8 ft.	1100
Dance BOWLING LEAGUE, 8 ft.	200
Dance BOWLING LEAGUE, 10 ft.	200
Bally SHUFFLE BOWLING, 9 ft. 6 in.	125
Chicago 1 LINE USE, 8 ft.	125
Dance GLOBE, 8 ft.	125

EXHIBIT  
SHUFFLE  
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THE TRIED—TESTED—  
PROVEN SALVATION  
OF THE  
SHUFFLEBOARD  
OWNER

Converts ANY size shuffle-  
board to bowling  
game. 1 to 5 players.  
10¢ per game. Slug-proof  
back cover. All the details,  
action of regular bowling.  
Automatic puck return.  
Now delivering in Illinois  
to Iowa.

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Here's a new, exciting 5  
ball. Plenty of action and  
appeal. Hitting the top al-  
ready in profits.

ROCK-OLA  
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Features general outstand-  
ing cabinet design, 8 or  
10¢, medals. Don't over-  
look this money game!

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Completely reconditioned!  
Sample, 10¢.  
Lot of 5, \$75.  
Lots of 10, \$125

## MISCELLANEOUS EQUIPMENT

Chicago 60 CRESTAL	\$125
1948 TELEQUIP	175
EMERY SILVER JULETTE	175
2000 Miniature SHUFFLE	45
Reconditioned 2100 SPEAKER	25
<b>TOTAL ROLL</b>	<b>25</b>

All Originals—Postwar—Fully Guaranteed

## SLOTS • CONSOLES

1948 PACE ONE DOLLAR	\$200.00
1948 ANDERSON 5 CENNINGS	300.00
1948 STANDARD CHIEF, 5 ft.	150.00
1948 DELUXE CHIEF, 5 ft.	150.00
1948 DELUXE CHIEF, 5 ft. 3/4	150.00
1948 BONUS BELL, 5 ft. 3/4	150.00
1948 JEWEL BELL, 5 ft.	125.00
1948 JEWEL BELL, 5 ft.	125.00
1948 BLACK GOLD, 5 ft. 3/4	125.00
1948 BLACK GOLD, 5 ft.	125.00
1948 BLACK CHERRY, 5 ft. 3/4	125.00
1948 SOX BONUS FOR 5 CENTS	17.50

## SLOT SAFE STANDS

Chicago Metal Deeds Rusty-iron

TRIPLE \$248 DOUBLE \$192

TERMS: 1/3 down, balance sight draft.



Phone: Everglade 4-2300  
2330 N. Western Ave.

## SPEED BOWLER

We're making delivery on this sensa-  
tional game. Cut playing time in  
half. PHONE TODAY!

## FROM OUR OWN OPERATION

LEXINGTON, Like New	\$249.50	<b>WANT</b>
KENEY BONUS 3 WAYS, Like New	249.50	
BALLY TROPHY, P. O., Clean	94.50	<b>LATE 5 BALLS</b>
BALLY JOCKEY CLUB, P. O., Clean	84.50	
BALLY TROPHY, P. O., Clean	44.50	<b>USED SHUFFLE ALLEYS</b>
BALLY ENTRY, P. O., Clean	39.50	
KENTUCKY	Write	<b>CASH OR TRADE</b>
PHOTO FINISH	Write	

## CENTURY DISTRIBUTORS

401 WEST GALER SEATTLE 97, WASH.

## WANT TO BUY!

USED UNITED OR CHICAGO COIN  
SHUFFLE ALLEYS

## WANT TO BUY!

Foot War Phones of all kinds; also Foot  
War Seeborg 3-Wire Rows. State quan-  
tity, condition and price.

## SEABOARD DISTRIBUTORS

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PHONE: BISELOW-8334

## Turning Back the Clock

## 15 Years Ago This Week

CHICAGO, March 2, 1935.—Manu-  
facturers of juke boxes met during  
the 1935 Coin Machine Exposition to  
form a mutual instrument division  
of the National Association of Coin-  
Operated Machine Manufacturers.  
Ed Johnson, sales manager of the J. P.  
Seaburg Corporation, was elected  
chairman of the new division.

It was planned that the music di-  
vision would operate along the same  
lines as the skill games division of  
the association. Lending impetus to  
the music move was the "impressive  
comeback of coin phonographs staged  
during the exposition."

Another group set up during the  
coin convention was the National  
Association for Sportland Owners.  
To be the first organization of its  
kind in the world, the formation was  
initiated by representatives of the  
Amusement Men's Association, Inc.,  
of New York.

One of the accomplishments hoped  
for was to induce manufacturers to  
design games better suited to Sport-  
land use. Most current (1935) games  
were declared to need major changes  
before being placed in operation in a  
Sportland.

Little Nut Vendor Company, Lan-  
sing, Mich., was putting heavy sales  
fields behind its new model line of  
venders. One was of usual design,  
with glass globe, base, etc., but sec-  
ond model, in the form of a house,  
had a coin chute leading from the front  
window and delivered nuts thru a side  
basement window. "Nut House Rates  
1-cent" was the legend carried on the  
roof. The firm described its equip-  
ment as table venders.

Cigarette venders made a big splash  
during the coin show. Five makes  
were featured, including coin-operated  
dispensers by Rowe Manufacturing  
Company, Stewart & McGuire  
and National Vendors.

Among the famous personages visit-  
ing the 1935 coin show was Will  
Rogers. He showed special interest  
in the coin-operated hobby horse dis-  
played by ART Manufacturing Com-  
pany. After a long following Rogers'  
visit, his syndicated newspaper  
column was devoted entirely to the  
coin machine convention.

## 10 Years Ago This Week

CHICAGO, March 1, 1940.—Music  
operators were debating pro and con  
about the new Rock-Ola Spectravox  
Tone Column machine. A tall  
column, an integral part of a wider  
base, contained discs, mechanism,  
selection buttons and panel. "The  
upper part was an actual tone column  
that separated high and low notes  
that separated high and low notes  
and reproduced them with three dimensional  
effect," Rock-Ola stated. A torchier  
type flood lamp, mounted on top of  
the column, drew attention with a  
broad beam of light, directed toward  
the ceiling. Featured was the diala-  
tone selector.

Sears Corporation was cheerful  
about the reception being accorded  
its new Hi Tone Symphonola. Sales  
director Carl T. Munnich, following  
the firm's National Demonstration  
Week, attributed the reception to the  
new color illumination and the sup-  
posedly long projected tone. Warner  
Waltzer word of top acceptance on its  
new Victory Model 850 was forth-  
coming.

Full in the most coin for juke  
ops were these wax releases: Frenesi,  
I Hear a Rhapsody, Stardust and I  
Give You My Word. Among the po-  
tential comers in juke players were  
High on a Windy Hill, So You're the  
One, You Walk By, It All Comes Back  
to Me Now and New San Antonio  
Rose.

Campbell Wier, president of Dis-  
pensers, Inc., Baltimore, reported his  
firm had installed Fridgink juke  
venders in 12 theaters in Wilmington,  
Del., plus reaching an agreement with  
Warner Bros. permitting installations  
in cities where the chain operated  
theaters.

The vender, manufactured by Frigi-

drink Corporation, New York, had a  
300-cup capacity, featured a slug re-  
corder, a counting device and a built-  
in cup disposal chute. The Diversal  
Inc., also made cup vender installa-  
tions in bowling alleys and similar  
public-type spots, in addition to blan-  
ket placement in most Baltimore  
theaters.

Proving that the coin machine age  
had extended its convenience and  
services to students was the diversi-  
fied installation in the Honesdale  
Catholic High School, Honesdale, Pa.  
A juke box and a peanut and candy  
vender were winning applause from  
pupils and teachers alike.

An announcement from AMI  
(Automatic Instrument Company)  
told of the repurchase of all of its  
exclusive franchises and the setting  
up of a distributor system. Henry  
T. Roberts was elected vice-president  
and general manager, with Arthur  
W. Freese named vice-president and  
works manager. Officials also an-  
nounced the firm had completely  
withdrawn from the operating field  
and is offering its franchises for sale  
by all operators. Headed by  
President E. E. Rullman, AMI planned  
to open a Chicago plant in addition  
to its Grand Rapids facilities.

Elect Casola Head  
Of Ill. Amusement  
Assn. for 3d Term

ROCKFORD, Ill., March 4.—Louis  
Casola has been elected president of  
the Illinois Amusement Association  
(IAA) for the third consecutive term.  
Organized in 1948, the IAA membership  
includes 14 firms operating pin-  
ball games and phonographs in  
Winnebago County.

Other officers elected were John  
Doehus, vice-president, and Harold  
Hildebrand, secretary-treasurer. Re-  
cording secretary is Marvin Wood.  
IAA membership territory covers  
Northern Illinois and Southern Wis-  
consin. The membership represents  
approximately 1,500 amusement  
game operators.

The association meets on the first  
Monday of every month at 8 p.m. at  
208 North Madison Street, Rockford.

Q-Ball Play-Offs  
In New Location

NEW YORK, March 4.—Mounting  
interest in the weekly television  
tournaments aired over WOR-TV by  
the American Q-Ball Congress has  
led to a change of location for the  
semi-final play-offs. The six finalists  
that compete in the show are to be  
chosen, via the elimination path, at  
the new play-off location, the Oak  
Ballroom of the Capitol Hotel. Q-Ball  
headquarters, former scene of the  
semis, no longer can accommodate the  
contestants.

Competitors will meet at the hotel  
Monday nights, beginning March 14.  
The television programs are broad-  
cast Fridays. Winning players are  
awarded trophies and merchandise  
prizes.

Fischer Sales Sets  
Output on Cue-Ett

TIPTON, Mo., March 4. — The  
Fischer Sales & Manufacturing Com-  
pany here is in production on  
Cue-Ett, a coin-operated pool table game.

The firm will market the game thru  
distributors now being appointed.

Jack Surfin, National Amusement  
Company, Portsmouth, Va., pinball  
specialist, announced that the firm  
has moved to larger quarters at 521  
Crawford Street.

# CLEARANCE SALE!

**GUARANTEED  
FACTORY  
REBUILT**  
5c, 10c, 25c



## AUTOMATIC JACKPOTS

OR

## GUARANTEED JACKPOTS

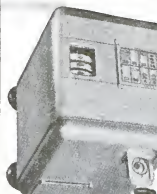
WITH TOKEN PAYOUT and METER

**LOOK LIKE NEW!  
OPERATE LIKE NEW!**

**\$95.00 to \$150.00**  
MONEY BACK GUARANTEE

**BUCKLEY MANUFACTURING CO.**  
4223 W. LAKE ST. CHICAGO 24, ILL.

# MILLS' NEW 1950 BELLS



**MILLS' NEW VEST POCKET BELL**  
Operates on 3-5 Mystery Payout System.  
5c Play ..... \$65.00 | 25c Play ..... \$89.50  
WRITE FOR QUANTITY PRICES.

**MILLS' NEW QT**  
A "Pony-Size" Bell. Weighs only 25 lbs.  
5c Play ..... \$115.00 | 25c Play ..... \$137.50  
WRITE FOR QUANTITY PRICES.

**"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL**  
5c-10c-25c-50c PLAY WRITE FOR PRICES.

## GUARANTEED RECONDITIONED MACHINES

### 5-BALL FREE PLAY GAMES

Gems .....	\$17.50	Havens, w/f .....	\$37.50
Slow Up .....	17.50	Key Blower, w/f .....	37.50
Second Front .....	17.50	Maxico, w/f .....	37.50
Shoe Ball .....	22.50	Reckless, w/f .....	37.50
Playboy .....	22.50	Montefray, w/f .....	42.50
Matilda .....	22.50	Funk, w/f .....	42.50
Suspense, w/f .....	27.50	Bermuda, w/f .....	42.50
Tornado, w/f .....	27.50	Cincinnati, w/f .....	42.50
Ballyhoop, w/f .....	29.50	Trinidad, w/f .....	42.50
Manhattan .....	34.50	Cover Girl, w/f .....	42.50
Rig, w/f .....	32.50	Maier '49, w/f .....	49.50
Singapore, w/f .....	37.50	Williams .....	49.50
Tropicana, w/f .....	37.50	Quarterback .....	149.50

### CONSOLES

Belly Draw Bell, 25c .....	\$254.50
Belly Draw Bell, M.B., 5c .....	244.50
Belly Draw Bell, 10c .....	244.50
Belly Draw Bell, 5c, R.H. .....	179.50
Belly Deluxe Draw Bell, 5c .....	195.50
Belly Draw Bell, 5c .....	124.50
Mills Four .....	87.50
Mills Jumbo Parade (Cash) .....	69.50
Mills Jumbo Parade, (P.P.) .....	69.50
Keeney Super Ball, 5c .....	69.50
Keeney Bonus Super Ball, 5c .....	189.50
Evans Reas (Comb. F.P., Cash) .....	349.50

### ARCADE EQUIPMENT

United Shuffle Alley .....	\$199.50
Western Roller 42.50 .....	419.50
Reddick Pool Table 99.50 .....	149.50
Eds. Dns. Gun, 11c.2c .....	249.50
Exhibit Viteizer 49.50 .....	From Model
Event Gun-Score, 5c .....	254.50
Bill Thrill Gun, 1c, New .....	37.50

### 1-BALL FREE PLAY GAMES

Victory Special 60.50 .....	Lonsaca .....	\$35.50	
Special Entry .....	49.50	Thereford .....	33.50
Johnny Special .....	69.50		

New Box Stands. Single, Double and Triple Sides for All Bells.  
**GUARANTEED RECONDITIONED MILLS BELLS**  
 United Bell, Black Cherry Bell, Susan Bell, Blue Front, Brown Front, O. T. Bell, Vest Pocket Bells. . . . . WRITE FOR PRICES.

We Have in Stock at All Times  
**EVERY NEW COIN MACHINE MANUFACTURED**  
 Write for Circular and Price List. 1/3 Deposit With All Orders.

## SICKING, INC.

Associated with { **America's Oldest Distributor** 1401 CENTRAL PARKWAY  
 Established 1895 CINCINNATI 14, OHIO  
 SICKING DIST. CO., 2833 W. Pic Blvd., Los Angeles, Calif.  
 SICKING INC., 927 Ft. Wayne Ave., Indianapolis, Ind.

## CLEARANCE SALE ON USED PHONOGRAPHS

ALL EQUIPMENT COMPLETELY RECONDITIONED  
 ALL IN EXCELLENT SHAPE

46M Seeburg .....	\$279.50	W4L56 Nickel, Dime and Quarter	
47M Seeburg .....	359.50	Wireless Seeburg W/1 a-Matic.	
48M Seeburg .....	459.50	Es. ....	\$ 50.00
W1L56 5c Wireless Seeburg		1015 Wurliizer .....	265.00
Wall-o-Matic, Ea. ....	28.50	1100 Wurliizer .....	400.00
		1422 Rock-Ola .....	175.00
		1422 Rock-Ola .....	225.00

Also a large assortment of premier Seeburg, Wurliizers and Rock-Olas at extremely low prices. Write for complete lists.

EXCLUSIVE SEEBURG, WILLIAMS & GOTTLOB DISTRIBUTORS



Remember  
 IN NEW ENGLAND  
 IT'S TRIMOUNT

40 WALTHAM STREET  
 BOSTON 18, MASS  
 Tel. LHM-2-3400

## "SHUFFLE ALLEY" CONVERSION

NO WIRING NECESSARY

INSTALL ON LOCATION IN 3 MINUTES!  
 ALREADY WIRED - - - JUST PLUG IT IN! A SENSATIONAL MONEY MAKER  
 GIVES PLAYERS REAL PINS TO AIM AT

**\$10.50** EA. 1/3 DEPOSIT WITH ORDER,  
 BALANCE C.O.D.

**PHILADELPHIA COIN MACHINE EXCHANGE**

344 N. BROAD STREET PHILADELPHIA 30, PA.

## BARGAINS

CITATION .....	\$225.00	JOCKEY CLUB .....	\$ 75.00
LEXINGTON .....	225.00	JOCKEY SPECIAL .....	75.00
GOLD CUP .....	100.00	SPECIAL ENTRY .....	50.00
TROPHY .....	100.00	BALLY ENTRY .....	50.00

ARROW BELL—BRAND NEW .....

PHOTO FINISH—CONVERTIBLE .....

PHOTO FINISH—F. P. OR P. O. ....

ALL GAMES CLEANED AND CHECKED  
**WESTERN DISTRIBUTORS**

3126 ELLIOTT AVENUE SEATTLE 1, WASHINGTON

## COIN RADIOS

Buy Direct From the Manufacturer and Save!

Steel Cabinet—Modern Design—Coin Selector—\$39.50 list F.O.B. Factory.  
 1/3 Deposit, Balance C.O.D. Write—Wire—Call for quantity discount—Send for full story.

**COIN RADIO & TELEVISION CO.**

800 WEST 52ND ST. DEPT. B NEW YORK CITY

SHUFFLEBOARD	2 OZ. CANS	6 OZ. CANS	12 OZ. CANS	12 GR. CANS	24 GR. CANS	48 GR. CANS
<b>WAX</b>	28¢ EA.	23¢ EA.	22¢ EA.	21¢ EA.	20¢ EA.	19¢ EA.

DISTRIBUTORS & JOBBERS! THESE ARE THE LOWEST PRICES OBTAINABLE!

100 Cans	80 Cans	25 Cans	15 Cans	10 Cans	5 Cans	10 Cans
84.75	85.75	86.75	87.45	87.45	87.45	87.45

**MUNVES** SHUFFLEBOARD HEADQUARTERS 615 10TH AVE., NEW YORK, N. Y.  
 PHONE PLAZA 7-2173

**NEW SENSATIONAL!**

**GIVE 'EM ACTUAL BOWLING WITH KEENEY'S "TEN PINS"**

**PLAYER ACTUALLY BOWLS BALL AT TEN PINS!**

Hook Shots — Straight Shots

★ STRIKES      ★ DOUBLES  
★ TURKEYS    ★ SPARES  
★ SPLITS       ★ RAILROADS

**100 TEN PINS**

**10 FRAMES 10¢ BOWLING**

**and PINS RE-SET AUTOMATICALLY!**

SIZE:  
8 Ft. Long  
2 Ft. Wide



**THIS IS IT!** Nothing left to the imagination. A real bowling alley with 10 genuine plastic pins. Player bowls ball for every type shot. Official scoring. Pins re-set automatically. Get Keeney's TEN PINS today!

J. H. *Keeney* & CO. INC.  
2600 W. FIFTIETH STREET  
CHICAGO 32, ILLINOIS

**READY FOR LOCATION . . .  
MUSIC AT NEW LOW PRICES!**

**WURLITZERS**

**SEEBURGS**

1100	.....\$395.00	1475	.....\$340.00
1015	.....265.00	1476	.....365.00
1017 HIDEAWAY	.....250.00	146M	.....295.00
500	.....245.00	1470	.....395.00
605-A	.....59.50	REX	.....49.50
750-E	.....129.50	MAJOR	.....49.50
780-E	.....89.50	R.C. 8200 LOTONE	.....119.50
850	.....89.50	R.C. 8800 HITONE	.....99.50
800	.....89.50	R.C. 8900 LOTONE	.....119.50
VICTORY 24	.....39.50	COMMANDER	.....59.50
		.....	.....99.50
ROCK-OLA 1422	.....199.50	.....	.....99.50
400 PACKARD HIDEAWAY	.....89.50	.....	.....69.50
AIRCON 1200-A WITH COBRA	.....89.50	.....	.....79.50
TONE ARM	.....89.50	CASINO	.....69.50
		146M CONVERTED TO 148	.....365.00

**MUSIC ACCESSORIES**

**WURLITZERS**

3020 WALL BOX	.....\$25.00	320 WALL BOX	.....\$ 7.50
2140 BAR BOX	.....32.50	4008 SPEAKER	.....25.00
3031 WALL BOX	.....18.00	4009 SPEAKER	.....15.00
219 STEPPERS	.....22.50	4005 SPEAKER	.....15.00
215 TRANSMITTERS	.....22.50	4004 SPEAKER	.....15.00
216 RECEIVERS	.....12.50	4003 SPEAKER	.....15.00
212 MASTER UNIT	.....30.00	241 OUTDOOR SPEAKER	.....25.00
		4009 SPEAKER	.....\$17.00

**SEEBURGS**

W1-156 WALL BOX	.....\$25.00	10.5.20-12 BOX	.....\$17.50
3W2-156 WALL BOX	.....22.50	10.5.20-10 BOX	.....15.00
		M.R.V.C. VOLUME CONTROL	.....\$22.50

Terms: 1/3 Deposit, Balance Sight Draft

Exclusive AMI Distributors in Kentucky, Indiana and Southern Ohio  
FIRST WITH THE LATEST

"The House that Confidence Built"

**SOUTHERN AUTOMATIC  
MUSIC COMPANY, INC.**

ESTABLISHED 1923

624 S. Third St., Louisville 2, Ky.      228 W. 7th St., Cincinnati 2, Ohio  
240 Jefferson St., Lexington 2, Ky.      603 Linden Ave., Dayton 3, Ohio  
3011 E. Maumee Ave., Ft. Wayne 4, Ind.      325 N. Illinois St., Indianapolis 4, Ind.

**There is No Substitute for  
United's Original  
Super Shuffle-Alley**

For  
Immediate Delivery  
in this territory

**CONTACT  
YOUR LOCAL JOBBER  
OR  
DIRECT FACTORY AGENT**

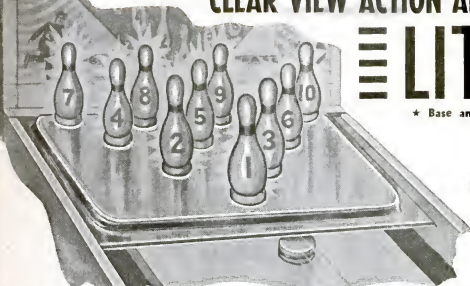
**DAVE SIMON  
SIMON SALES, INC.**

627 TENTH AVE., NEW YORK 18, N. Y., PHONE PLAZA 7-5660

MAINE  
NEW HAMPSHIRE  
VERMONT  
MASSACHUSETTS  
RHODE ISLAND  
CONNECTICUT  
NEW YORK  
NEW JERSEY  
DELAWARE  
MARYLAND  
D. C.

# CLEAR VIEW ACTION ALL THE WAY WITH LITE-A-PIN

\* Base and Bowling Pins Illuminated



**JUST PLUG IN—  
NO SOLDERING!**

Made to fit United, Conco, Bally, Keeney, Rock-Ola shuffle games.

Please specify game for which "Lite-a-Pin" conversion is to be used.

- CLEAR PLEXI-GLASS BASE
- COLORFUL PLASTIC PINS
- ALL PINS NUMBERED
- COMPLETE WITH WIRING AND PLUG
- ABSOLUTELY NO WOOD

**ONLY  
\$20.00  
COMPLETE UNIT  
F.O.B. CHICAGO  
1/3 DEPOSIT  
Immediate Delivery**

**DISTRIBUTORS  
WANTED**

It takes only a few minutes on location for operator or mechanic to install "Lite-a-Pin" unit on your shuffle game. No soldering—just plug in to light box.

The money-making unit operators everywhere have been waiting for.

**IT'S TERRIFIC!**

**IT'S TREMENDOUS!**

**IT'S OUTSTANDING!**

**M & T SALES CO.** Manufacturers  
2845 W. FULLERTON AVE. CHICAGO 47, ILL.

**GET ON THE BANDWAGON TODAY!**

## THE WORLD'S GREATEST COUNTER GAMES



"MARVEL" and "AM. EAGLE"

Both "Marvel" and "American Eagle" come fully equipped with Tekan Payant and are available in two models: 1) Non-Coin Operated (Tax Free) 1¢ or 5¢ Play and, 2) Coin Operated, 1¢ or 5¢ Play.

"BUDDY"

Features Cigarette or Fruit Reels. Comes fully equipped with Two Cash Boxes (one for location, one for operator) Plus Coin Dividers. Can be had in 1¢ or 5¢ or 10¢ Play. Order by the dozen.

"CUB" and "ACE"

"Ace" features Poker Reels and is priced low. "Cub" features either cigarette or fruit reels. Mightiest mites in the money-making field. Comes in 1¢ or 5¢ or 10¢ Play. Order by the dozen.

WE STOCK PARTS FOR  
ALL DAVAL GAMES

WE CONVERT

Your Coin Operated "Marvel" and "American Eagle" to Non-Coin Operated (Tax Free) Models.

## COMET

INDUSTRIES, INC.  
2845 FULLERTON AVE., CHICAGO 47, ILL.  
(Tel.: Dickens 2-2424)

## WILL TRADE

Monarch, American and Rock-Ola Shuffleboards. Also overhead and wall models including units for Kiltzoo, Caricool, Humpty Dumpty, Torpedo, Roulette, etc. Or will sell for any reasonable offer.

**ALLED COIN MACHINE**  
744 Milwaukee CHICAGO, ILL.  
Phone: MOORE 6-3118

## NAPKIN DISPENSER

# Quizzette



No. 76 is:  
Every Eleven and One-Half  
Seconds  
**YOUR QUIZ NO. 77**  
What wedding anniversary is  
the crystal?  
For Correct Answer See Next Quiz.

No. 77 is:  
The Fifteenth  
**YOUR QUIZ NO. 78**  
What team in the American  
League is the only one never to  
have batted in the last place?  
For Correct Answer See Next Quiz.

No. 78 is:  
The Detroit Tigers  
**YOUR QUIZ NO. 79**  
How many amateur radio operators  
are there in the United  
States?  
For Correct Answer See Next Quiz.

**URNS NAPKIN COST INTO A PROFIT!**  
For Restaurants, Lunch Counters, Snack Bars

**PLAYS 500 DIFFERENT QUIZZES AT A PENNY EACH**  
Has two chromed free napkin dispensers, available in several standard sizes. Profits from plays should more than pay for napkins. A penny plays the Quizzette. Answer comes on next card with another quiz. Interesting—Educational.

**CUTS NAPKIN COSTS • BRINGS EXTRA PROFITS**

**GET QUIZZETTES ON YOUR LOCATION!**

Don't miss this 2-way opportunity to make extra money. Quizzette will do it. Phone, wire or write for additional interesting information.

**CONTINENTAL SERVICE & EQUIPMENT CO.**

3830 Holbrook Ave. • Telephone Trinity 2-3060 • Detroit 12, Mich.

# WICO HAS THE NEW M AND T ALL PLASTIC LITE-A-PIN

SENSATIONAL  
STIMULATOR  
THAT BOOSTS

SHUFFLEGAME  
EARNINGS

ORDER NOW FOR  
IMMEDIATE DELIVERY

**WICO** CORP.  
2913 N. Pulaski Rd.  
Chicago, Illinois

GIVE TO THE  
RUNYON CANCER FUND

# GENCO DOES IT AGAIN!

SCREWBALL was SENSATIONAL

CAMEL CARAVAN was TERRIFIC

RIP SNORTER was a SMASH

and NOW . . .

## SOUTH PACIFIC

Tops them all

WATCH FOR DETAILS!

# ★★★★★ EVANS' COALTOWN

Greatest Free Play Console Ever Built!  
Especially Adaptable for Free Play Territory!

EARN UP TO  
**4**

**TIMES AS MUCH AS ORDINARY GAMES—BY ACTUAL TEST—**

**WITH FEATURES LIKE THESE!**

- ★ GUARANTEED ODDS of 24 for 1 on the first 4 coins played with additional possibility of higher odds!
- ★ ODDS "IMPROVER"!
- ★ 400-REPLAY HIGH SCORE!
- ★ EXTRA ENTRIES—up to 6 selections each year!
- ★ FAST CONSOLE PLAY! FLASHING LIGHT ACTION!
- ★ 5c, 10c OR 25c PLAY. SINGLE COIN ENTRY. LUXURY CABINET.



Don't take less! COALTOWN takes in not a few coins, but as many as player desires to Improve his Odds and Entries. When player has obtained desired Odds and wishes to Improve his Entries, the Odds Holding Button, when pushed, will hold the Odds. Additional coins may be inserted until desired Entries are obtained. Multiple Coin play at its best—and most profitable.

ORDER COALTOWN FROM YOUR DISTRIBUTOR OR WRITE FACTORY DIRECT. ALSO AVAILABLE IN FREE PLAY CONVERTIBLE OR STRAIGHT CASH PAYOUT MODELS.

DISTRIBUTORS: Distributorship available in some Free Play Territories.

**H. C. EVANS & CO.**

1528 W. Adams St.  
Chicago 7, Illinois

SEE EVANS' CONSTELLATION AD ON PAGE 112

## SHUFFLE ALLEYS

AUTOMATIC SCORING

"KEENEY'S" TENPINS AND PINBOYS

"UNITED" SHUFFLE ALLEYS

"GENCO" BOWLING LEAGUES

"CHICAGO COIN" BOWLING ALLEY

PROMPT DELIVERY

### SLOTS—SAFES

New and Used

5c Blue or Brown Fronts	\$ 49.50
10c Blue or Brown Fronts	74.50
25c Blue or Brown Fronts	79.50
5-10-25c Motion Balls	85.00
5c Black Cherrys	99.50
10c Black Cherrys	99.50
25c Black Cherrys	104.50
50c Black Cherrys	195.00
50c Jewel Balls	245.00
50c Patco-like new	175.00
5c Standard Chiefs	149.50
10c Standard Chiefs	159.50
25c Standard Chiefs	169.50
5c New Vest Pockets	69.50
5c Middle O.T. A-1	79.50
10c Middle O.T. A-1	69.50
5c Columbus	79.50
New Mills and Jennings Slots and Consoles	
New Safes—Single, Double, Triple Revolver rounds	

### ARCADE EQUIPMENT

Specials

Voleynograph, Like New	\$325.00
Photomatic, Refinished, A-1	269.50
Chi Coin Rebounder	119.50
Pitch 'em and Bat 'em, Floor Sample	269.50
Total Balls, A-1	49.50
1 Bangs Game, A-1	99.50
Chicken Sams, A-1	59.50
New Chi Coin Pistol	249.50
Life League, A-1	49.50
6 Buckley Treasure Isle Diggers, A-1	99.50
New Hittin' Balls	845.00
New Game Gliders	295.00
Undersea Raiders, Rally	99.50
5c New Fighters	79.50
Keeney Submarine	79.50
Golden Like New	99.50
Shoe Alley 9 Ft.	89.50
Exhibit Date Game	165.00
Bat a Ball St., New	49.50

Write • Wire • Phone • ADAMS 7254

## CENTRAL OHIO COIN

MACHINE EXCHANGE

525 S. HIGH ST.

COLUMBUS 15, OHIO

## MATCH THIS BARGAIN IF YOU CAN

Cabinet Refinished, Amplifier, Mechanism Rebuilt, Ready for Location	
Wurlitzer 800	\$ 84.85 Write Mr. Ray Sumner Estate
Arena Deluxe, Wurl. Mech.	109.50 Wurlitzer, Seaburg Rebuilt Mats.
Wurlitzer 800	79.90 New Tubes 6A8, 6A6, 70L7
Wurlitzer 700	97.90 Wurlitzer Color Tone Motors
Wurlitzer 700	69.40

WRITE FOR COMPLETE PARTS LIST

One-Third Deposit—Balance C. O. D.

## GAYCOIN DISTRIBUTORS

In Business Since 1933—Ask Any Successful Operator

4666 WOODWARD AVE.

Temple 2-7300

DETROIT 1, MICH.

EVERYTHING IN COIN MACHINES

WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

LET US PUT YOUR NAME ON OUR MAILING LIST

NEW PIN GAMES

GOTT, JUST 31 BALLY HOT ROD

NEW ONE BALLS

UNIV. PHOTO FINISH, #45 UNIV. CHAMPION, P.F., #45 BALLY KENTUCKY, P.O.

New Phone Specials

WURL. 3100 ..... \$45.00 WURL. 1000 ..... \$45.00

NEW SKILL GAMES

UNIV. TWIN BOWLER #245.00 UNIV. SHUFFLE ALLEY #275.00

New Rebuilt Slots

8 BALL C O B S, BLACK OR BEAUTY N L SLU, OR JEWEL BELL, 5-10-25-35

BARGAIN BOX M & T Life-a-Pin Conversion

With Plexi-Glass plate base for United Shuffle Alley... \$20 for complete unit.

Table listing various counter games like BUDDY, CH. BEATS, UNIV. CHALLENGER, etc.

Table listing new slots like MILLS BLACK BEAUTY, H. L. J. BLACK GOLD, etc.

SLOT SAFES, STANDS, ETC.

CHICAGO METAL REVOLVING SAFES - DE LUXE... UNIVERSAL - Single 50" - \$247.00

NEW CONSOLES

UNIV. FEATURE BELL UNIV. ALBY BELL, BALLY ROTARY, etc.

NEW VENDORS

ACORN VENDORS... ATLAS DE LUXE... POP UP BANTAM... etc.

SPECIALS!

EXHIBIT DALE GUN... \$9.50 CHICOPIN PISTOL, Floor Sample... 149.50

SLOTS

5 BLACK CHESSY... \$9.50 50 BLACK CHESSY... 149.50

EXTRA SPECIAL!

NEW MILLS ABLON BELLS, 10-25-35... \$175.00

JENNINGS

SUN CHIEF Del. LITUPP, 5-10-25... \$200.00 SUN CHIEF, 5-10-25... 175.00

FACE

CHESSO BELL, 5-10-25, Lamp Model (Originally \$245.00)... \$89.50

REEL COUNTER GAMES

DRUCCS WILD, 4 Way... \$14.00 JOKER WILD, 3 Way... 14.50

WANT TO BUY Any and All Late 5-BALLS Send List and Prices All PARTS for United Shuffle Alley IN STOCK

UNITED Super SHUFFLE ALLEY Exclusive in Illinois, Michigan, E. Iowa and N. W. Indiana. GOTT. BOWLETTE Foot-Exiting-63" Long

UNIVERSAL TWIN BOWLER CHICAGO COIN BOWLING ALLEY BALLY SPEED BOWLER EXHIBIT SHUFFLE BOWL

Reconditioned Refinished UNITED SHUFFLE ALLEY \$210.00

Table with 2 columns: ONE BALLS, listing various one-ball machines and prices.

Table with 2 columns: RECONDITIONED 5 BALL, listing various 5-ball machines and prices.

Table with 2 columns: ARCADE, listing various arcade machines and prices.

Table with 2 columns: ARCADE (continued), listing various arcade machines and prices.

Table with 2 columns: GROETCHEN, listing various machines and prices.

Table with 2 columns: CONSOLES, listing various console machines and prices.

Table with 2 columns: CONSOLES (continued), listing various console machines and prices.

Table with 2 columns: CONSOLES (continued), listing various console machines and prices.

Table with 2 columns: CONSOLES (continued), listing various console machines and prices.

Table with 2 columns: CONSOLES (continued), listing various console machines and prices.



Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. Phone: EVERGLADE 4-2600 CHICAGO 22, ILL.

Distributors for All the Leading Manufacturers

SUBSCRIPTION ORDER FORM The Billboard 2160 Patterson St. Cincinnati 22, Ohio



Rx - PRESCRIPTION FOR PROFITS! GETTING THE PACE FOR NEW ENGLAND The WURLITZER Twelve Fifty The BALLY Speed Bowler



# Williams TWIN SHUFFLE

**1ST BOWLING TYPE SHUFFLE  
GAME with AUTHENTIC SCORING  
for 1 or 2 PLAYERS!**

**GETS  
DOUBLE  
THE  
EARNINGS!**

**1 PLAYER  
10c  
2 PLAYERS  
20c**

**2 CAN PLAY  
AT THE SAME  
TIME, WITH  
ALTERNATING  
FRAME-B-Y-  
FRAME SCORING  
FOR EACH  
PLAYER!**

**REAL  
GUTTERS!**

**8 Ft. or 9½ Ft.  
LENGTHS  
2 Ft. Wide**

**STRIKES • SPARES  
DOUBLES • TURKEYS  
RAILROADS  
SPLITS • ETC.!**

**TERRIFIC  
for  
Competitive  
Play!**



- AUTOMATIC PUCK RETURN
- PUCK LOCKED IN AFTER EACH GAME
- IDEAL SIZE FOR ANY LOCATION!

**SEE IT—BUY IT  
AT YOUR DISTRIBUTOR NOW!**

**CREATORS OF DEPENDABLE PLAY APPEAL!**

**CREATORS OF DEPENDABLE PLAY APPEAL!**

**4242 W. FILLMORE STREET CHICAGO 24, ILLINOIS**

**2  
DOORS  
ON SIDE  
OF  
CABINET  
FOR  
EASY  
SERVICING!**

**RECESSED COIN  
CHUTE AND PUCK  
RETURN TO PRO-  
TECT PLAYER.**

**WE ARE DELIVERING  
GOTTLIEB'S SENSATIONAL NEW**

# BOWLETTE

**A Shuffle Bowling Game  
ONLY 63" LONG—65" HIGH  
20" WIDE**

**ASSURES  
BIG-LOCATION  
EARNING POWER  
IN A SMALL SPACE!**

**EXCLUSIVE FACTORY  
DISTRIBUTOR FOR  
NORTHERN ILLINOIS  
Entire State of IOWA  
NORTHERN INDIANA**

**IMMEDIATE DELIVERY!**

PHONE—

Buckingham 1-6466 Buckingham 1-6666 Buckingham 1-6990

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 DIVERSEY BLVD. Phone: Buckingham 1-6466 CHICAGO 14



## SHUFFLE ALLEY CONVERSION KIT WITH PLASTIC PINS THAT LITE UP!

- Lucite guard protects pins from breaking
- Kit includes rake and back cushion
- Can be installed on location in 8 minutes
- Complete with instructions included

**SPECIFY GAME YOU WISH TO CONVERT**

**Immediate Delivery \$29.75 COMPLETE**

<b>PUCKS</b>	<b>\$7.95</b>	<b>Shuffle Alley POWDER WAX</b>	<b>\$7.50</b>
Chrome plated,		Finest grade,	
Case hardened Set of 8		boards in Tap Condition	Case of 24

½ With Order—Balance C. O. D.  
Send Us Your Name for Our Mailing List.

## ACTIVE AMUSEMENT MACHINES CO.

666 N. BROAD ST.  
PHILADELPHIA 30, PA.  
REMOBT 2-4495

58 FRELINGHUYSEN AVE.  
NEWARK 5, N. J.  
ELIGLOW 3-4300

**"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS!"**

## free buyers guide for operators

RECONDITIONED PIN GAMES READY FOR LOCATION			
Buccanear .....	\$75.00	Kirby .....	\$17.50
Carolina .....	75.00	Malina .....	15.00
Defiance .....	15.00	Major .....	60.00
Dynamite .....	15.00	Merleite .....	15.00
Emp. Club .....	17.00	Sea Isle .....	17.50
Gebe .....	17.50	Scrivwell .....	25.50
Humpty Dumpty ..	27.00	Southern .....	16.00
		<b>GOLD CUP, 1-Ball .....</b>	<b>\$99.50</b>

**NOW DELIVERING NEW  
NEW MILLS VEST POCKETS .....** \$65.00

Keeney's Electric Cigarettes Vancor  
Mills "11" Ball Reader, also new Chrome  
"11" Ball  
Mills Blue Ball, Mills Black Beauty  
New Royal Cabinets for all Mills Ball Machines

Downey-Johnson Coin Counter

On Display! See It Today!  
**KEENEY'S PYRAMID**  
2-Way Bonus Ball  
New! The New 5c  
25¢ Double-Quick  
Prize Product.



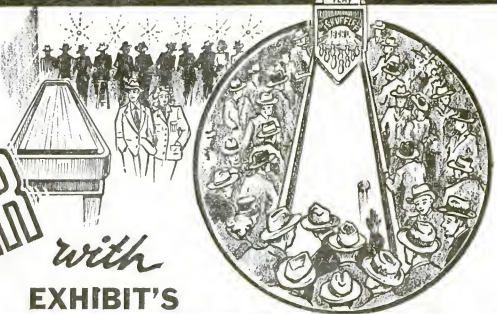
## ROY MCGINNIS CO.

2011-MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1900



**EARNINGS INCREASED to \$8-\$10-\$12-\$15 PER DAY**  
**OPERATORS with SHUFFLE BOARDS TELL US!**

**BEFORE**  
*and*  
**AFTER**  
*with*  
**EXHIBIT'S**



**'SHUFFLE BOWL'** WHEN INSTALLED ON YOUR SHUFFLE BOARD

—from WICHITA, KANSAS

"Several weeks ago we installed a 'SHUFFLE BOWL' unit. We have much praise for this game. Our shuffle board was taking in less than \$10.00 weekly. For the last twenty-seven days our average has been better than \$14.00 per day."

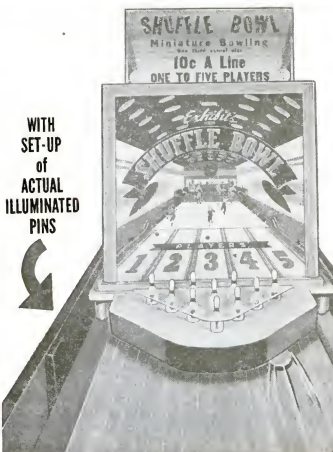
—from CHICAGO, ILL.

"On our Rush Street location where we installed 'SHUFFLE BOWL' on the shuffle board, I am happy to tell you this location grossed \$100.00 in ten days, and on another location that was absolutely dead we also installed 'SHUFFLE BOWL' and received for our share \$55.00 in less time. We now have something that has revived the shuffle board business."

*These letters are typical of many received most every day.*

**EXHIBIT'S 'SHUFFLE BOWL' ASSEMBLY IS ALSO AVAILABLE FOR REBOUND SHUFFLE BOARDS**  
**SEE YOUR EXHIBIT DISTRIBUTOR FOR DELIVERIES**

WITH SET-UP of ACTUAL ILLUMINATED PINS



**1 to 5**  
**CAN PLAY**  
 10¢ 20¢ 30¢  
 40¢ 50¢  
**EACH ALLEY LIGHTS UP FOR EACH LINE PLAYED**



**ATTENTION M. O. A. MEMBERS VISIT OUR FACTORY WHEN IN CHICAGO**

**EXHIBIT SUPPLY CO.** ESTABLISHED 1901 4218-30 W. LAKE ST. CHICAGO 24, ILL.

# UNITED'S Super Shuffle-Alley

PATENT NO. 2,192,596  
REGULATION BOWLING SCORING



**NEW ANIMATION!**

LIGHTED

**UPRIGHT  
BOWLING PINS**



COMPLETE  
ACCESSIBILITY...

Entire  
Play Field  
Hinged

**TWO SIZES**

8 FT. OR 9 1/2 FT.  
LENGTHS

EACH 2 FT. WIDE

**NEW MODERNISTIC  
CABINET DESIGN**

**UNIVERSAL APPEAL  
FUN FOR EVERYONE**

EXCELLENT FOR  
COMPETITIVE PLAY

PUCK RETURNS AUTOMATICALLY...  
LOCKED IN AFTER EACH GAME

SEE YOUR DISTRIBUTOR

UNITED'S  
PROVEN  
DROP-CHUTE

"JUST DROP IN COIN"



**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



**BY POPULAR DEMAND!**

*D. Gottlieb & Co.*

**PROUDLY PRESENT**

**BOWLETTE**



**ONLY  
63" LONG—  
65" HIGH—  
20" WIDE!**

**ASSURES  
BIG-LOCATION  
EARNING POWER  
IN SMALL  
SPACE!**

**THRILLS OF BOWLING!  
SUSPENSE OF BOWLING  
SCORING!**

**All Built into a Game  
that "GOES" ANY-  
WHERE—Is Welcome  
EVERYWHERE!**

**SMOOTH—QUIET—  
FAST PLAY!**

**ORDER FROM YOUR  
DISTRIBUTOR  
TODAY!**

*More Appeal—More Play than Games up to Twice as Big!*

**ACTUAL STANDING LIGHTED PINS!  
STRIKES—DOUBLES—TURKEYS  
SPARES—RAILROADS—ETC!**

**FULL GAME—10 FRAMES!  
FAST PLAY! Average game  
requires only 2 minutes!**

**AUTOMATIC PUCK RETURN  
PUCK LOCKED IN AT END OF PLAY  
COMFORTABLE TABLE HEIGHT  
—encourages extended play!**

**GOTTLIEB'S FAMOUS  
TROUBLE-FREE  
MECHANISM!**

*"There is no substitute for Quality"*

*D. Gottlieb & Co.*

**1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS**

**NEW HIGH-SPEED TOTALIZER**  
**CUTS PLAYING TIME IN HALF...**  
**...DOUBLES EARNING POWER!**

# Bally SPEED BOWLER

NEWEST SHUFFLE-BOWLING SENSATION!

Entire  
Mechanism  
Located  
in  
Back-Box

SHOW  
MAY  
22, 23, 24

**2 SIZES**  
 9½ FT. LONG  
 8 FT. LONG  
 (FOR CROWDED SPOTS)  
 BOTH 2 FT. WIDE

**SLUG-REJECTOR  
 COIN-CHUTE**  
 Same as on Famous  
 Bally One-Balls  
 and Consoles

CHAMPION  
 KENTUCKY  
 CLOVER-BELL  
 SPOT-BELL

PAT.  
PENDING

NEW  
TOTALIZER  
REGISTERS  
SCORES

**TWICE AS FAST**

AS ORDINARY  
SHUFFLE-  
BOWLING  
GAMES

Animated Upright PINS  
**ACTUALLY DISAPPEAR**  
 as roll-overs are hit... automatically reset

All the bowling-skill and shuffle-science of the record-smashing SHUFFLE-BOWLER... plus new, improved HIGH-SPEED TOTALIZER that registers the score twice as fast as on other bowling games, cuts playing-time in half, **DOUBLES EARNING POWER...** plus new, animated upright pins that actually flip out of sight as roll-overs are hit... plus SLUG-REJECTOR Drop Coin-Chute used on Bally consoles and one-ball games... plus new, simplified mechanism all conveniently located in back-box. For biggest bowling profits order **SPEED-BOWLER** now.

Choice of two sizes:  
 9½ ft. by 2 ft., 8 ft. by 2 ft.  
 A gold-mine either way!

**Bally** MANUFACTURING COMPANY  
 DIVISION OF LION MANUFACTURING CORPORATION  
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**HATS OFF  
TO THE WINNER!**

UNIVERSAL'S

**TWIN BOWLER**

*... best money-maker of all!*

BEAUTIFULLY DESIGNED CABINET

STREAMLINED SIMPLIFIED MECHANISM  
CUSHIONED ALL AROUND FOR SILENCE

PUCK REBOUNDS INSTANTLY!

FAST! LESS THAN ONE  
MINUTE PER GAME!

FULLY VISIBLE  
MECHANISM

TWO PLAYERS  
OR ONE

QUICK PROFITS!  
DROP CHUTE



Can be  
serviced on  
location by re-  
moving ball door

UNIVERSAL'S  
**FEATURE  
BELL**



SINGLE HEAD MULTIPLE COIN  
UNIVERSAL'S  
**FEATURE  
BELL**

MYSTERY TYPE ADVANCING ODDS!

*First* CONSOLE WITH THE  
"FEATURE FLASH"  
PLAYER CAN "BUY" UP TO A  
COMPLETE SET OF WILD SYMBOLS!

*Instantly Convertible*

- TOP SCORE: 500 POINTS
- JUMBO ELECTRIC MOTOR  
DRIVEN ILLUMINATED REELS
- NEW CABINET DESIGN

UNIVERSAL'S  
**PHOTO-FINISH**



MORE SCORING  
OPPORTUNITIES  
FOR PLAYERS  
• MORE PLAY  
• MORE  
PROFITS  
FOR YOU

**FREE PLAY**  
Convertible to  
1 for 3 and 1 for  
5 also available in  
AUTOMATIC MODEL

CHUTE STANDARD—10¢ OR 25¢ CHUTE OPTIONAL

Order FROM YOUR  
UNIVERSAL  
DISTRIBUTOR



UNIVERSAL INDUSTRIES, INC.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

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why be satisfied  
with anything less than  
the 100% Music System

# 100 Selections

5

BASIC MUSICAL  
CLASSIFICATIONS



Only this music system has sufficient selections to permit programming under the five basic musical classifications. This is your musical menu with "music for everyone."

*More selections—100—all visible at one time under five basic musical classifications. A sales appeal. More operating economy!*  
*More Convenience—the Wall-O-Matic "1" brings 100 selections right to guests' fingertips. Cataloged under 5 musical classifications... visible 20 selections at a time.*

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago, Ill.

